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Where to Buy	33
Index to General Advertisers	96

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VALUE

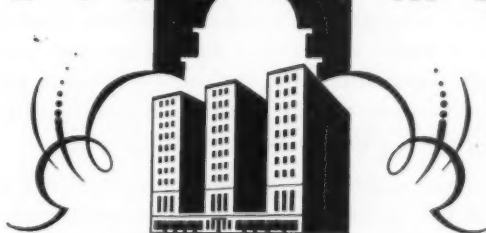
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LCL

... from the Editor

Shippers Expecting Strikes Are Rushing Stocks to Warehouses

IN this era of labor uneasiness with its current and threatened strikes, those traffic managers who are aware that the public warehouse can be made a strategic haven for goods are presently making use of it so that the even flow of distribution will not be too quickly demoralized when existing wage and hour contracts expire.

Confidential information reaches *DandW* that a number of nationally known manufacturers, confronted with what is almost the certainty that their factories will close down if they do not meet labor's demands when contracts with the men terminate, are speeding production and shipping their goods as rapidly as possible to warehouses in many parts of the country.

We have authentic reports that manufacturers in many lines of business are anticipating that strikes as effective as the one which hit the automotive industry will in the months ahead curtail their own operations. Consequently the wheels of production are being turned faster than at any other time in recent years, and great reservoir stocks are being spotted in public warehouses and will be held there against the expected troubles.

One distributor recently shipped forty carloads to a southeastern warehouse. Another has stocked ninety carloads, dividing them among warehouses in five eastern and central western cities, and has notified the storage operators that more will be on the way shortly. A third is increasing its spot stocks, carloads at a time, in the warehouses its regularly uses but is doing this with utmost secrecy; the management has received q. t. knowledge that a strike is impending, and the goods leaving the factory are being addressed to pseudo consignees but are rerouted, after leaving the premises, to the warehouses.

Thus is illustrated the utilitarian character of the public warehouse in a period of emergency, as during the seven lean years in Biblical times.

Without such warehouses, distribution would be difficult and highly expensive, and in some instances impossible. Production may cease for awhile, but sales continue when warehouses have, through wise precaution in advance, been filled to overflowing.

With conditions existing as just outlined, the warehouseman's sales story should appeal graphically right now to traffic managers if presented in the right way. Newspapers are filled with stories of probable factory shut-downs, and such prognostications should supply numerous "leads" which if aggressively followed up



could lure new accounts or increased stocks from present accounts.

It is reasonable to believe that every manufacturer susceptible to labor's inroads has grapevine knowledge as to whether a strike is likely, and when, and many shippers may at this moment be on the verge of broadening their use of public warehousing.

We are betraying no secret, even though we cannot divulge identities, in saying that some warehousemen who have sensed the situation have already taken advantage of it and are gradually filling some of that long vacant space.

Sugar importers at the Golden Gate apparently were expecting that the recent strike in the San Francisco area would affect warehouses, for they shipped hundreds of advance carloads to public storage plants at interior cities and thus met consumer demand with scarcely any interruption. So it is now with those manufacturers who are anticipating labor troubles of their own.

747 Weeks' Pay Lost, or What Price Victory?

WE said editorially here, after the reelection of President Roosevelt, that this country now has at Washington what is in effect a labor government. Labor's collective machinations were one of the dominating themes of discussion at the annual meeting of the American Warehousemen's Association at Chicago early in February, as will be pointed out in the convention story to appear in the March *DandW*.

Workers' wages are in the ascendancy in all lines of industry, and that warehousing can escape this additional cost of doing business—an expense which eventually will be passed on to shippers—is not to be expected.

It is obvious from conversations that warehousemen generally are anticipating the necessity of giving their men more pay and that some of the storage executives are planning to put increases through voluntarily instead of waiting for union leaders to bring about such costly strikes as the one recently settled in San Francisco—a labor situation which was expensive not only to the local warehousing trade because of business tie-up but which caused so many payless weeks for labor that the victory which labor achieved was a hollow one, rather than something substantial, as graphically pointed out since by the Industrial Association of San Francisco.

If there are any warehousemen who are inclined to profess public skepticism as to labor's intents and pur-

Several subscribers have written to advise us of the omission of one of the lines in our

poses, or who are privately determined to oppose union labor's demands for higher wages and fewer hours per week for men, what took place at the Coast port from Oct. 30 to Jan. 6 should be studied by them on the basis of the Industrial Association's figures.

Warehouse workers at San Francisco were, before the strike, getting 62½ cents an hour straight pay, with time and a half for overtime. The men regularly employed were averaging five hours of overtime, and the weekly pay check was \$29.63.

After a shut-down lasting nine weeks the men returned to work on the basis of 75 cents an hour, with 40 hours and 5-day week. Their pay now, straight without overtime, is \$30 a week.

This is a weekly gain of 37 cents per week per man. As the Industrial Association succinctly asks: "Who won?"

For, the employers' group points out, the workers lost nine weeks' full pay, or an average of \$266.77 per man, and:

"At the rate of 37 cents gained it will require the warehouse workers more than 747 weeks of full-time work to recover what they lost during the nine payless weeks."

And 747 weeks is fourteen and a half years!

Yet in the face of so nebulous a triumph, in which the union leaders' human puppets would seem to have lost ground financially though winning a moral victory, the tempo of the times is such that the union leaders will undoubtedly pursue their efforts in ways and by methods which will affect the warehousing trade elsewhere in the country. What happened at San Francisco is possible of duplication at New York, New Orleans, Galveston, and at interior points, and with no true gain for labor and with loss to business and suffering by the public.

If San Francisco's industrial debacle can point to a lesson, it is that warehousemen must not wait for union activity to wedge itself in and cause losses so universal but should volunteer now the wage increases which will ultimately be demanded anyhow, and which will certainly have to be met either under labor union pressure or through action by a labor-minded national Congress. A peaceful and friendly readjustment of wages and hours—something which must be recognized as inevitable as one scans the daily news despatches from Washington, Michigan and San Francisco—is preferable to business stagnation.

We're not fighting labor's battles. Labor is showing it can take care of itself. We're looking ahead to what we believe is definitely coming, and the time for employers to act, in their own best interests, is now, before labor unions apply destructive force in this era when labor unrest is sweeping the nation and when labor has Washington's sympathetic ear.

Supreme Court Proposal Termed a "Subterfuge"

As a contribution to American business thought which would have the United States Supreme Court preserved in its present form rather than have this high tribunal shorn of some of its judicial strength through legislative or arbitrary executive action at Washington, the merchandise division of the American Warehousemen's Association went on record, during its convention at Chicago early in February, favoring no change save through the people's adoption of a Constitutional Amendment.

"Whereas, in the course of historic national events, we, the people of these United States, are contending with complexities of untried and unknown quantities," the adopted memorial sets forth, and "whereas, there is an increasing tendency to ignore the wisdom of our forefathers, who conceived and founded our Government a triple responsibility with an Executive, Legislative

and Judicial check and balance," therefore be it resolved that "it is the firm and definite conviction of the members that the maintenance of our Constitutional prerogatives and our State sovereignties lies in the integrity of the Supreme Court of the United States and that there shall be nothing done to impair the power and force of that judicial body so wisely conceived and provided by our forefathers, unless and except the people of this country shall have first expressed themselves in their several sovereignties to what extent they may be willing to abdicate their powers."

By dramatic coincidence, this resolution was being prepared at about the time President Roosevelt was holding the semi-weekly press conference at which he announced his purpose of demanding that Congress grant him power to increase the size of the Supreme Court.

Between the time the resolutions committee, headed by Clem Johnston of Roanoke, completed the text and the time the committee was called on to present the report, Chicago newspapers reached the Hotel Drake, bringing "scare headline" stories of the President's startling intention.

Accordingly Mr. Johnston prepared an additional paragraph to the original memorial, and this also was unanimously adopted—with applause. The added paragraph reads:

"We regard the proposal of the President to appoint six additional members of the Supreme Court as a subterfuge to bring about limitation upon the powers of the Court and we hereby express our opposition to any such enactment."

A Preparedness Program If There is a New NRA

Anticipating a return of some form of NRA—one covering at least maximum hours and minimum pay for labor, and possibly with trade practices under the Federal Trade Commission with the latter's powers broadened—merchandise warehousing will prepare itself with a limited but concrete platform of its principles, this program to be expounded before Congressional committees, and perhaps in contacting the Federal Trade Commission, as warehousing's considered "position." This was one of the major steps taken at Chicago by the merchandise division of the American Warehousemen's Association.

This proposed program was adopted, with some dissenting votes, after it had been presented by a special committee, earlier appointed, "to consider steps to be taken with reference to the announced program of the President of the United States with reference to limitation of hours and wages and trade practices."

The special committee, chaired by Clem Johnston, quoted newspaper accounts of the President's program as including (a) a new definition, by Congress, of interstate commerce sufficiently broad to include practically all industry, "thus removing the criticisms of the United States Supreme Court with reference to the NRA"; (b) a new NRA limited substantially to maximum hours and minimum rates of pay for the purpose of encouraging reemployment; and (c) trade practices previously covered under NRA to come under enlarged Federal Trade Commission jurisdiction.

The committee, while "not taking a position with reference to" the President's program, believed the merchandise division "should be definitely prepared to be heard before the Congressional committees," and it recommended that the following be adopted:

That the division's offices and counsel be authorized to present, as "the considered opinion" of the division "as to the cooperation which it can give to the President's program," the following:

"1. A definition of the Merchandise Warehousing

Trade sufficiently broad to include all who engage in the storage of general merchandise for hire.

"2. Maximum hours and minimum wages, dependent upon locality; but no greater number of hours or lesser rates of pay may be permitted in similar or competing industries.

"3. Prohibition against child labor.

"4. Trade Practices:

"A. Ethics—Prohibition against misrepresentation of services or facilities, defaming of competitors or subsidizing customers or those representing them.

"B. Every merchandise warehouseman to publish and file with the Commission a tariff containing rates and conditions to be applicable to all customers, not to be changed except upon thirty (30) days' notice, and the warehouseman and his customer to be equally liable for violation of the terms of such tariffs, such violation being subject to appropriate penalties."

The committee held it would be "unwise to present to either a House or Senate committee proposals more detailed" than the foregoing but suggested that "in elaboration the definition of the Trade contained in the late NRA Code be used, with a further elaboration as to brokers; that hours and wages be likewise stated in substantially the same manner as in the Code; that the tariff provisions in addition to those stated above provide for the prohibition against secret rates or rebates, free service, or the quoting or charging of a rate that is a departure from the tariff."

Further the committee recommended that the merchandise division's committee appoint a special committee under whose direction the division "proceed at once to negotiate with the Federal Trade Commission to the end that the trade practices referred to in No. 4 be adopted and made binding by the Commission."

A Warehouseman as "Broker" Under Motor Carrier Act

Merchandise warehousing's position as to what extent a merchandise warehouseman should be regarded as a broker under the Federal Motor Carrier Act was defined at the Chicago convention of the A. W. A. by A. Lane Cricher, Washington counsel for the association's merchandise division.

Inasmuch as it is the position which Mr. Cricher is taking in his negotiations with the Motor Carrier Division of the Interstate Commerce Commission it aroused keen interest at the convention, and the members of the trade are hopeful that the ICC will officially sanction it.

Mr. Cricher holds that a warehouseman who, as agent for a shipper (who is a client of the warehouseman), arranges for transportation by motor vehicle under the general instructions of the shipper, and who "receives no part of the transportation charges involved as remuneration for his services" in making such shipper-arrangements for carriage in interstate or foreign commerce, is not a broker under the Act.

The words "principal" and "agent" as used in the definition of "broker" in Section 203(a) (18) of the Act, Mr. Cricher points out, alludes only to any person who, himself as principal or as agent of such a principal, acts in the capacity of a broker, but does not refer to an agent of a shipper and thereby does not include all shippers and their agents as brokers.

Accordingly Mr. Cricher's position, and that of the AWA merchandise division, is set forth by him as this:

"Any warehouseman who renders any services which otherwise appear as services coming within the scope of the definition of broker is not a broker under the Act unless he is compensated for the services rendered and the compensation be derived from or out of either (a) the remuneration paid for transportation to the motor carrier, or (b) a difference between the transport

charges made and received from the shipper and the amount paid out for the transportation furnished.

"Under these circumstances the warehouseman is appropriately deemed a broker under the terms of Section 203(a) (18) of the Motor Carrier Act.

"Pending the determination of the status of each individual warehouseman who has filed for a broker's certificate for his protection, any warehouseman who is not a broker in accordance with the above statement should not, in our opinion, be called upon to provide insurance or bonds for the faithful performance of services as a broker until his individual status as a broker has been passed upon and determined by the Interstate Commerce Commission."

Memorials on Rates, Costs, Labor and Competition

The foregoing include some of the highlights at the A. W. A. convention. In addition to these, the following briefs are of timely interest as further developing a constructive picture etched at Chicago:

The cold storage division, otherwise the Association of Refrigerated Warehouses, embarked on a plan to establish an open price institute which, national in character, encompasses filing of tariffs—not under Federal supervision but as a voluntary effort by the trade to stabilize the industry by building and maintaining a price structure which would end disastrous rate cutting. The program, in the opinion of its sponsors, marks one of the most ambitious forward steps ever taken by refrigerated warehousing.

The merchandise division discussed the problem "How are warehousemen to be reimbursed for the increased cost of doing business?" and adopted a resolution reading: "Reconsideration of individual warehouse rate schedules might well be accorded in light of present increased costs due to taxes, social security, and increased labor, equipment and material costs."

Private ownership and individual initiative are "more economical, efficient and far more desirable in the public interest than municipal, State or Federal Government ownership or operation," and "all warehousing operations now being carried on by political sub-divisions should as rapidly as possible, by lease or sale, be turned over to private operation," said another merchandise division memorial, which added: "We do not believe that the Government or any branch thereof can be a fair and impartial referee and at the same time be a player in the game."

Taking cognizance of the sit-down strikes in the automotive industry, the merchandise division adopted a resolution that warehouse operators, as business men, recognize their responsibilities to employees but that "no satisfactory relationship can long endure unless it is based on law" that is supported and obeyed by all concerned; and: "We condemn most emphatically any action by employers or employees which disregard the reasonable rights of property owners and flouts the authority and decisions of our Courts."

As set forth in a news story elsewhere this month, the merchandise division endorsed the principles enunciated in the Interstate Commerce Commission's decision in Ex Parte 104, Part VI, and expressed belief that these principles should be made applicable to all warehouses wherever located and whether operated by railroads, steamship interests or political sub-divisions.

L. B. Kilbourne, president of Central Cold Storage Co., Chicago, was elected the A. W. A.'s general president. G. F. Nieman, president of Union Storage Company, Pittsburgh, was elected president of the Association of Refrigerated Warehouses. The merchandise division elected as its president G. K. Weatherred, associate operating executive of Dallas Transfer & Terminal Warehouse Co., Dallas.

Announcement was made that the American's 1938 convention would be held in Pittsburgh, on Feb. 2 to 5.

of them addressed his letter to the "Bottom Line Editor," and because we have been won-



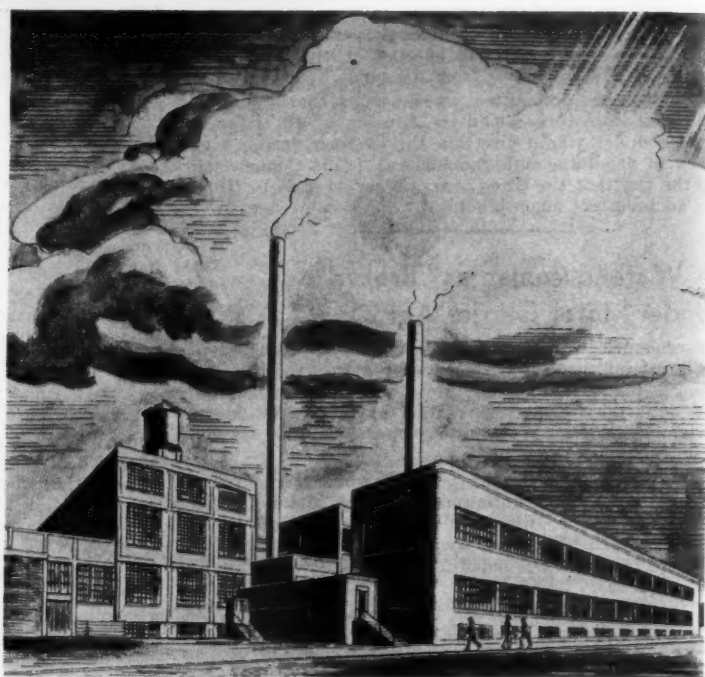
Thomas B. McCabe, president,
Scott Paper Company

A HUNDRED DISTRIBUTION

By
CARLETON CLEVELAND

COULD anyone imagine that a picture of romantic growth might be embodied in the manufacture and distribution of products such as Scott Paper Company manufactures? Yet there is such a picture of impressive, steady expansion, comparable almost with the advancing steps of civilization itself. And in this onward march of the company the public warehouse has played an important part in getting into the hands of the ultimate consumer ScotTissue and Waldorf toilet tissues, Scot-Tissue and Waldorf folded towels for industrial use, and Scot-Towels for kitchen use, all of these products being manufactured and shipped from the company's plant at Chester, Pa.

That warehousing has come to play a great part in the distribution of this merchandise may be seen in the fact that at present approximately a hundred warehouses are being used throughout the country. For the purpose of more clearly indicating the use of these warehouse units, however, they may be separated



Sketch of new factory building at Chester, Pa.

into three classifications. Some are merely utilized for the breaking down and distribution of pool car shipments; others carry a small stock for emergency use; and those in the third group maintain large stocks—a carload or more. Whenever conditions require that an additional warehouse be selected, this company is in the habit of consulting the directory listings of *Distribution and Warehousing*.

The story of the rise of Scott Paper Company has all the

thrills of a romance. Back in 1879, two brothers, E. I. and Clarence Scott, started out in business as paper jobbers in a small store in Philadelphia. Toilet paper was just one of the several items sold and delivered by pushcart. A carefully guarded reputation for quality products at fair prices, backed by energy and perseverance, enabled these two young men to forge ahead along an ever-widening business front. By the beginning of the century, toilet paper has become

dering whether to continue this experiment, and what to call it, our appreciation for that

FOR MORE WAREHOUSES PLAY A PART IN THE OF SCOTT TISSUE PRODUCTS . . .

the principal line of Scott Paper Company. Old quarters had been outgrown, and a new converting plant was occupied. It almost

seemed that with the dawn of the century came the impetus to greater expansion. By 1905 distribution had extended to the

Pacific Coast, and a year later the advertising of Scott Tissues was started.

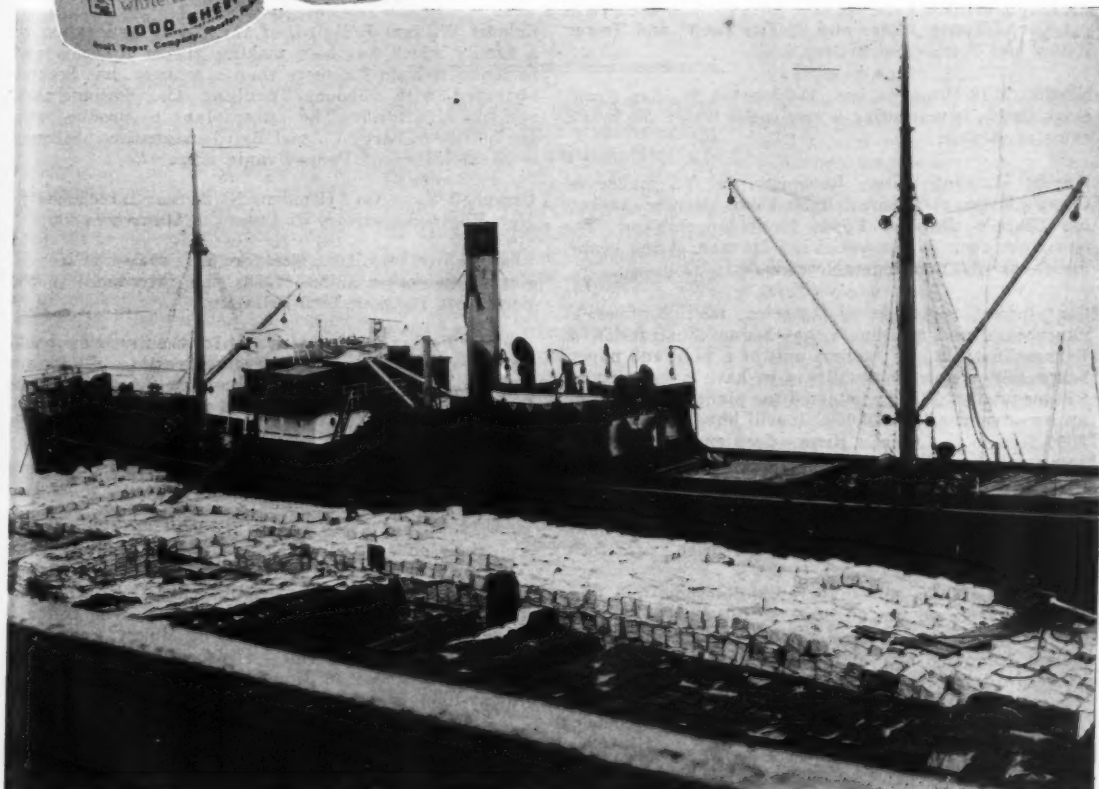
In 1908, a school teacher, intent on "selling" the idea of cleanliness to her pupils and, unable to afford cloth towels, thought of the possibility of using squares of heavy tissue. She came to Scott's and the paper towel—the forerunner of the ScotTowel of today—was born.

By 1910 it was decided to enter the manufacturing field, and

(Continued on page 42)



Unloading pulp
at Scott Paper
Company wharf
on the Delaware
River



gentleman's suggestion is expressed in a full year's extension of his subscription without



General Foods Corp. has acquired certain properties of Arbuckle Bros., Brooklyn, pioneer coffee manufacturer. Production will be handled by the Maxwell House division of General Foods. Among the popular brands figuring in the transaction is Ariosa, which at one time outsold all other coffee brands in the nation. Other Arbuckle coffee taken over to join the General Food lines of more than 30 brands are Seven Day, A-B, Certified, and Plainsman. Meanwhile General Foods Sales Co.'s district office in western New York has been transferred to Syracuse, from Buffalo.

B. T. Babbitt, Inc., New York, is using a new shipping container for Bab-O. The dominating white in the design gives it the appearance of extreme cleanliness. Two shades of green finish the color scheme. It contrasts with its jute-colored predecessor.

Zonite Products Corp. has succeeded to all of the assets and assumed all of the obligations of Agmel Corp., Annette's Perfect Cleaner Co., Forhan Co., Inc., Larvex Corp., Tower Wines and Spirits Corp., and Tower Wines and Spirits Sales Corp.

Nestle's Milk Products, Inc., 112 Market St., San Francisco, Calif., is marketing a new coffee under the brand name of Alpine.

Harold H. Clapp, Inc., Rochester, N. Y., maker of Clapp's Original Strained Baby Foods, is now marketing Clapp's Chopped Foods for older children. The new foods come in five varieties—spinach, string beans, beets, carrots, and vegetable soup.

Container Corporation of America, manufacturer of paperboard and containers, has begun construction at Fernandina, Fla., of the first unit of a pulp and paperboard mill which eventually is to have a capacity of 350 tons daily. When completed the plant will represent an investment of \$7,000,000. It will have a frontage of 3000 feet on the Amelia River—deep enough to permit ocean-going vessels to dock at the plant.

Sir William Worcestershire Sauce, Inc., New York, has begun a campaign on its sauce, in southern newspapers, emphasizing a 10-cent retail price.

National Can Co., subsidiary of McKeesport Tin Plate Co., has acquired the business of Pittsburgh Can Co., Pittsburgh, maker of steel kegs and pails. The Pittsburgh company has manufactured this line of containers for more than 25 years and its addition to the National Can products will round out the latter company's line of paint, oil, varnish and chemical manufactures, etc.

Northwestern Yeast Co., Chicago, is marketing a new yeast called Maca.

Canada Dry Ginger Ale, Inc., Atlanta, is manufacturing, in its recently constructed plant, Canada Dry Ginger Ale, Sparkling Water, Lemon Lime Rickey, and other flavors. Distribution is to seven southeastern States.

Kelvinator Refrigerator Co. is preparing for a big sales drive and is adding to its equipment to bring out new products, such as washing machines and ironers. The company has acquired a plant in Alliance, Ohio, to manufacture them.

Worthington Co., Inc., has been absorbed by its parent organization, Worthington Pump and Machinery Corp., Harrison, N. J. The latter recently absorbed Carbon-dale Machine Corp.

Swift & Co. is planning to build a \$1,000,000 food processing plant at Port Newark, N. J. Approximately 1000 employees will be on the payroll. An edible oil and shortening manufacturing plant is contemplated.

Colonel William J. Baird, of the fourth generation of a family which has been making gin in America and in Great Britain for more than a century, has become identified with Siboney Distilling Co., Philadelphia, rum manufacturer. The latter plans to produce gin, the bottles to carry Colonel Baird's signature. Siboney is a subsidiary of Pennsylvania Sugar Co.

Campbell Soup Co., Camden, N. J., has introduced in New England territory its Cream of Mushroom soup.

Chappel Brothers, Inc., Rockford, Ill., maker of Ken-L-Ration and other animal foods, has introduced in the Southwest its new Bird-E-Ration.

Cudahy Packing Co., Chicago, is for the first time packing its own mayonnaise and salad dressing. These are in jars of different sizes and designs and carry the Daisy Maid and Sunlight brand names. The jars are of the "vapor-vacuum" type.

Robinson Fisheries Co., Anacortes, Wash., is now marketing its Rofico brand codfish in cans, to replace the old container.

Colonial Coffee Co., Inc., 534-538 West Broadway, New York City, is introducing its new Colonial brand liquid instant coffee, selling at 29 cents a bottle. Each bottle is the equivalent of a pound of coffee. The coffee is prepared by the Mokay process of Mokay Coffee Co., 305 Albany St., Boston—a process used on New England brands of liquid coffee, including Radio, Royal Lion, and Elm Farm.

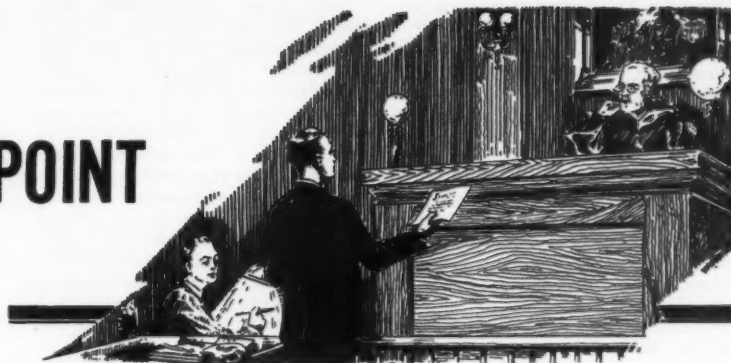
Dixie Bottle & Beverage Co., 649 Whitehall St., S. W., Atlanta, is introducing locally Sunkist California wine in cans.

(Continued on page 46)

charge. Fortunately, the line that was omitted was near the end of our remarks, on page 344

FROM THE LEGAL VIEWPOINT

By LEO T. PARKER



The Law of General and Special Liens

WHEN and under what circumstances is a warehouseman entitled to a lien on all goods, owned by a customer, in storage, to secure payments of money due for storage and other services rendered by the warehouseman on goods not at present in storage? Another problem relates to the kind of services for which a warehouseman may hold a lien, on the stored merchandise, to secure overdue payments.

Again, frequently, the legal question is presented as to whether a warehouseman may have a general lien, not only for charges for storage and ordinary services but also for money advanced for taxes on the stored merchandise, and like expenditures.

Obviously, the advantage of a warehouseman having a general lien is that it enables the warehouseman to hold all goods presently in storage to secure overdue charges both on these goods and on other merchandise previously removed by the owner. In other words, a warehouseman who has a specific or special lien cannot hold merchandise in storage to secure overdue charges on goods which have been removed from the warehouse.

A recent higher Court ruling involving these subjects is *San Angelo Wine & Spirits Corporation v. South End Warehouse Co.*, California, 61 Pac. (2d) 1235.

The facts of this case are that beginning in the year 1933 Western Distillers Corporation had at various times stored liquors with a warehouseman. On Jan. 18, 1935, there was issued to the corporation by the warehouseman a non-negotiable warehouse receipt for 20 barrels of rye whisky. The receipt, among other things, stated that the warehouseman claimed "a lien . . .

for all lawful charges for storage and preservation of the goods, also for all lawful claims for money advanced, interest, insurance, transportation, labor, weighing, cooperating and other charges and expenses in relation to such goods." This clause is the identical language used in Section 27 of the Uniform Act.

The distilling corporation, being indebted to a creditor, paid to the latter a certain sum of money and also transferred to it the 20 barrels of whisky by assignment and delivery of the warehouse receipt therefor. Thereafter the holder of the receipt offered to pay the ware-

goods to cover all overdue storage charges, advancements, expenses, etc. Upholding this contention, the Court said:

"In the case before us the plaintiff [creditor] received an assignment of a non-negotiable warehouse receipt, which expressly set forth that the warehouseman claimed a lien for all lawful claims for money advanced as well as for charges and outlays of the kinds enumerated in Section 27 of the Uniform Act. . . . We conclude that in this case the defendant [warehouseman] was entitled to assert its lien against the goods in question for its advances for taxes and its charges and other outlays in relation to goods whenever deposited by the Western Distillers Corporation. . . ."

In another case it was disclosed that a person stored several carload lots of eggs in a warehouse and then borrowed, from a loan company, money on each lot, executing a separate note for each loan, and as security pledged the designated lot and the warehouse receipt therefor. Each note was payable on demand.

Some of the eggs were spoiled through negligence by the warehouseman who had refused to deliver the eggs without payment of all the amounts lent. (332 Mo. 707.)

This Court stated that the circumstances showed that it was the intention of the parties that all the warehouse receipts should be security for all the notes, and that any surplus proceeds of sale of any one carload lot should be applied to any deficiency in the payment of the loans on other carload lots.

The court said also:

"Moreover, under our Uniform Warehouse Receipt Act a lien is provided, not only for storage or other charges, but also for all lawful claims for money advanced . . . which may be enforced against all goods, whenever deposited belonging to the person who is liable as

Mr. Parker answers legal questions on warehousing, transfer and automotive affairs.

Send him your problems care of this magazine. There will be no charge for the service.

Publication of inquiries and Mr. Parker's replies gives worthwhile information to the industry generally.

houseman a certain sum of money and requested delivery of the whisky.

The warehouseman refused to deliver, on the ground that in the general account with the distilling corporation there was a balance due the warehouseman for money advanced for taxes, bottling, and other items. In other words, the warehouseman claimed a lien, on the whisky in question, for all unpaid charges and advances, including the taxes, on the contention that Section 27 of the Uniform Act, when properly interpreted, gives warehousemen a general lien on

debtor for the claims in regard to which the lien is asserted."

In another leading case, *Almira Warehouse*, 131 Washington 623, it was shown that a farmer, John Hansen, stored in a warehouse a quantity of wheat and received the "weight tickets" therefor. He was indebted to a bank for pre-existing loans, and owed the warehouseman about \$2,300 for oats, sacks, twine, hay and coal. The "weight tickets," when received by Hansen, were indorsed by him, and delivered to the bank in partial payment of his indebtedness. Later, at the request of the bank, the warehouseman issued two warehouse receipts for the wheat, noting thereon the amounts of the warehouseman's advances to Hansen.

The bank demanded delivery of the wheat, tendering the receipts duly indorsed and an amount sufficient to pay all charges for storing and handling. As the warehouseman refused to make delivery unless the amount of its advances was also paid, the bank sued.

The decision in the trial court was in favor of the bank; but on appeal, after quoting Section 27 of the Uniform Act, the Court held that the warehouseman's advances, which were made in connection with the growing and handling of the grain in question, clearly fell within the provisions of Section 27. In this particular case the Court also explained that as the advances of the warehouseman had all been made before the date of the warehouse receipts, and the bank knew the amount payable, the warehouseman was, according to the law, entitled to retain possession of the wheat until all the advances and charges were fully paid.

Liens were likewise held to be general in *Kaufman v. Leonard*, 139 Mich. 104; and in *Roehl Storage Company v. Wilson*, 268 Mich. 691.

On the other hand, observe the distinction in the case of *Chemical National Bank v. New York Dock Co.*, 196 N. Y. S. 414.

In this case the bank issued a letter of credit to an importing company designed to enable the purchaser of merchandise to pay for the latter on presentation to the bank of a sight draft for the invoice cost with shipping documents attached. The draft having been paid by the bank, the importers, for purposes of storage and sale, were allowed under the customary practice to take possession of the goods pursuant to trust receipts executed in favor of the bank. Those receipts stated that the merchandise was to be held in storage as the bank's property, with permission for sale thereof by the importers for the account of the bank, the proceeds to be paid to it.

The goods when landed were stored by the importers with a warehouseman without disclosing the bank's ownership. A warehouse receipt issued to the importers was indorsed by the latter and delivered to the bank with an order for the goods. The bank made tender of storage charges to the warehouseman and demanded delivery of the goods. Delivery was refused on the ground that the warehouseman had a general lien for indebtedness owing by the importers for the warehouseman's charges on other goods previously stored and withdrawn.

The court held, however, that both the credit agreement and the trust-receipt expressly provided that ownership remained in the bank, and contained nothing suggesting any right in the importers to pledge the goods. The ownership being in the bank, the warehouseman's lien was accordingly limited to the charges against the specific goods belonging to the bank. In so holding, the Court said:

"Letters of credit issued by banks form a large and important factor in important commercial transactions of the community. To adopt the strained rule urged by the defendant would make the issuance of letters of credit of the kind herein described a very precarious kind of business."

Another important point of the law is that under no circumstances may a warehouseman have a general lien on all goods to secure payment of all debts owing by the owner of the goods unless a State law may be construed to intend that the warehouseman shall be entitled to the general lien, or unless the owner of the goods has contracted and agreed to give the warehouseman a general lien.

In *Schwab v. Oatman*, 56 Misc. 393, 106 N. Y. S. 741, it was shown that a State law provides:

"A warehouseman shall have a lien upon goods stored with him for his charges for storage, cartage, labor, freight, insurance, and other advances thereon, including weighing and cooping in relation to such goods or other goods belonging to the same owner, and he may detain such goods until his lien is paid."

A purchaser had bought, through a certain corporation acting as the selling agent for a cotton mill, a number of bales of cotton cloth. According to custom, delivery was to be deferred pending shipping order from purchaser. Meanwhile the goods were forwarded from the mill to the agent, and were placed by the agent in a warehouse. The warehouseman issued warehouse receipts therefor, and made loans thereon to the agent prior to the

payment to the mill by the purchaser for the goods. Subsequently the agent became insolvent, and the warehouseman refused to deliver the goods to the purchaser except on payment of the loans and advances thereon, together with the storage charges on those as well as other goods stored by the selling agent.

It is interesting to know that the Court held that the purchaser had title to the goods, and then proceeded to consider whether the warehouseman had a lien for the advances made to the selling agent and the storage charges on other goods.

In view of the fact that the foregoing law gave a lien for "charges for storage, cartage, labor, freight, insurance, and other advances thereon", the Court held that the words "other advances" should have their meaning limited to advances of the same general nature, as advances made in handling or protecting the goods, and should not be extended to include loans made on the security of the goods.

o o o

Liability for Theft of Stored Goods

AS to whether a bailee, as a warehouseman, is liable for theft of stored merchandise depends entirely on circumstances. The greater the value of stored goods, the higher degree of care a bailee is legally bound to exercise to safeguard.

In *Morse v. Homer's, Inc.*, Massachusetts, 4 N. E. (2d) 625, it was disclosed that a bailee accepted for safekeeping a valuable article. The bailee left the article in a convenient location for thieves to obtain possession of it. Therefore the Court held bailee liable for theft of article, saying:

"All the circumstances in a case are to be considered in determining the quality of the care which should be furnished by a bailee. One of the elements to be considered is the value of the subject of the bailment. The greater its value the greater should be the vigilance of the bailee. It has been said that a bailee's 'care and diligence are to be proportional to the value of the goods, the temptation and facility of stealing them, and the danger of losing them.'"

o o o

Collection of Money Not Doing Business

IN *Moran v. Union Trust Company*, Arkansas, 97 S. W. (2d) 638, it was shown that a corporation located outside of Arkansas had not complied with the Arkansas laws for "doing business." The corporation filed suit against a

had no connection with the subject matter, nor with the warehouses listed there. We apologize

creditor in Arkansas, to collect money due. In holding this act not "doing business" within the State, the Court said:

"Nor is the fact that it comes into the State to collect its debt sufficient to constitute the doing of business in this State. . . . Accordingly, when a corporation goes into a State other than that of its origin to collect, according to the usual or prevailing methods, the amount which has become due in transactions in interstate commerce, the State cannot, consistently with the limitation arising from the commerce clause, obstruct the attainment of that purpose."

Debt May Remain Legally Unpaid

IN *Kosover v. Willimantic Trust Co.*, Connecticut, 187 Atl. 907, the Court held that, in the absence of a special agreement to contrary, giving of a draft by a debtor to a creditor does not discharge the debt until draft is paid.

This Court indicated that payment by any medium, except legal tender, is merely a convenient means adopted to enable a creditor to obtain payment of a debt and, until honored or paid, is but evidence of the indebtedness.

Therefore, although a warehouseman receipts a bill as having been paid in full, yet if he cannot collect payment of check given by the debtor, the debt remains legally unpaid.

Authority of a Salesman

IN *Ammons v. Wilson & Co.*, Mississippi, 170 So. 227, the higher Court held that a traveling salesman who takes orders subject to acceptance by his employer or by his employer's authorized agent has authority *only* to solicit and transact orders to his employer for *approval* and that he is without authority to make binding contracts for his employer. In other words, a sale contract ordinarily is not completed or binding until approved by the salesman's employer.

This is true because a salesman is a special agent, and his sole implied authority is to solicit order for *approval and acceptance* by his employer. Numerous higher Courts have upheld this law.

On the other hand, a contract made by a salesman is valid if the employer authorizes the salesman to make binding contracts, or informs a prospective purchaser that he will approve any contract made by the salesman. Moreover, the law is applicable to all owners and agents. Irrespective of the implied

duty or authority of any agent, salesman representative, or other employee, the employer may enlarge his authority and, therefore, be liable on contracts, statements, promises or other acts of such employee.

o o o

Attachment of a Wife's Property

LEgal EDITOR — *Distribution and Warehousing*: The wife of a family obtained a loan on the household furniture. Later these goods were placed in our warehouse under a storage contract signed by the wife. Soon afterward these goods were attached under legal procedure for a debt owed by the husband. The legal point in which we are interested is:

Can a creditor attach a wife's personal property for a debt of the husband, and is there a law that exempts a certain amount or valuation of household goods against sale for a debt?—*O. W. Storage*.

Answer: In all States household property, or a homestead, is exempt to certain limitations for debts of the *head* of the family. The amount varies with different provisions of the respective State laws.

Generally speaking, neither a wife's nor a husband's property may be legally attached and sold to satisfy the debts of the other. In the event that a debtor attaches property in storage that is believed to belong to another, the warehouseman should immediately obtain the services of a lawyer who is familiar with the State laws and permit him to file proper documents which authorizes the Court to decide the ultimate ownership and status of the property. Generally, however, a warehouseman's lien is superior to statute of limitation laws and homestead exemption laws.

In view of the complications likely to be confronted by you, I advise you to secure the services of a competent attorney. It is not practical for a warehouseman to depend upon opinions when attempting correctly and properly to handle a legal situation of this nature. Failure on your part to proceed correctly with any of the many details might result in your liability.

o o o

Burden of Proof as to Damage

LEgal EDITOR — *Distribution and Warehousing*: Suppose a warehouseman accepts goods for storage and signs a receipt verifying the goods are in good condition. Is he liable for damages if the

goods are found to be in damaged condition? — *Quick Delivery & Warehouse, Inc.*

Answer: When a warehouseman signs a receipt or contract admitting receipt of merchandise in *good* condition he is liable for its damage, unless he can prove conclusively that the merchandise was delivered to him in damaged condition. In other words, a warehouseman may prove a mistake on his part in signing the receipt.

For example, in one late case the Court held a warehouseman liable for damage to merchandise where it was proved that either the warehouseman's employees, or someone, during shipment by the last carrier broke into the boxes and stole the contents. The warehouseman could not prove the goods were damaged when accepted by him, and this lack of proof resulted in the higher Court holding the warehouseman liable.

In 124 So. 712 a warehouseman signed a receipt for a number of packages and later contended he did not receive the stated number. This Court held the warehouseman liable because he could not prove he had received only the number of packages he claimed he had received.

o o o

Recording of a Prior Mortgage

LEgal EDITOR — *Distribution and Warehousing*: We accepted household goods for storage and after several months we notified the owner we intended to sell the goods for our account. Then he informed us that they were mortgaged. In checking State and county records we were unable to find that the mortgage was recorded and therefore we sold them for our account. Now the mortgagee comes to us and shows us a mortgage which had been properly recorded. What is our position?—*Always Storage & Transfer*.

Answer: The law is well established that a properly recorded mortgage is prior to a warehouseman's lien. Although when making your search you failed to find the recorded mortgage, this does *not* change the legal aspect or your liability. If the mortgage was properly recorded and you sold the goods without consent of the holder of the mortgage, it is my opinion you are liable unless you can prove that the holder of the mortgage consented to having the goods stored or at least that he performed some act by which you were led to believe that he intended to pay the storage charges. Under the circumstances it is my advice you enter into a compromise agreement with the holder of the mortgage.



Birds Eye Non-Display Cabinet

THE MARKETING OF QUICK FROZEN FOODS

IN this country approximately forty companies are now applying the methods of quick freezing to food products. Only one of them appears to be well known to the consumer, that one being of course General Foods Corporation with its Birdseye methods and its Birdseye brand of food products.

For ten years the refrigeration industry has been nurturing this "infant" as it was called in Buenos Aires in 1932. The International Congress of that year found that "detailed scientific knowledge underlying quick freezing was known to only a few people." But the four years between that Con-

gress and the one of 1936 have produced widespread information within the industry. The progress of these four years in scientific and technological research was admirably summarized at The Hague last June by two of America's leaders in quick freezing, Gardner Poole of Boston and M. T. Zarotschenzeff of New York.

Abstracts from their paper appeared in *Distribution and Warehousing* for September and October; the complete paper may be found in the published proceedings of the International Congress. It is an impressive presentation of four years' engineering and scientific work through cooperation of Governmental and private laboratories.

No profits possible for quick-frozen foods until the maker finds a way to reach the consumer with his goods.

By H. A. Haring

Quick-freezing greatly resembles an invention. The original idea, the working model and years of work in laboratory and shop avail nothing to the inventor—until and unless he finds a way to reach the consumer with his product. Profit is impossible until a sale is made. However perfect the product, however beneficial it may be to mankind, no financial return flows to the originator so long

there are no other errors but shall be pleased to acknowledge and correct them if you will

as he fails to wear a pathway to the door of potential users. He cannot grow rich merely by owning the new thing; only as he is able to market it does he profit from his pioneering.

Quick-freezing, so well known to the refrigeration industry of 1936, is a most illuminating example of this need to reach the consumer with a new product.

In order to observe its marketing, we shall here make no effort to review technical developments of quick-freezing. Although details are unknown to the public, it is a safe assumption that marketing of quick-frozen foods has brought many a headache and a score of disappointments to those whose money is at stake. They have undoubtedly been baffled times beyond number in their effort to sell the foods so carefully preserved in flavor and texture not unlike that of the original fresh product. In the laboratory a scientist is not disheartened after a thousand trials to solve a problem, because he knows from others' experiences that "try, try again" is the only hope; so, often, in marketing a new product, nothing short of losing the last dollar will stop a company from "one more shift" of the effort to sell.

Outlets

Once, if not twice, the annual report of General Foods Corporation to its stockholders contained a hint of the costliness of marketing the Birdseye products. When a rich corporation, firmly entrenched in the foods industries, faces years of delay and hesitates over the cost, it is small wonder that more than thirty competitors have not been able to establish a retail market for similar goods. Without any question they also have coveted the country's retail demand. Through force of circumstances they have had to content themselves with such outlets as they could develop among public institutions, restaurants and hotels, clubs and dining cars.

About one-third of the food consumed in the United States is served at such places, so that such outlets represent a sizable demand, even for a product not able to reach the 70% of food consumers who eat in private homes. Some of the thirty-odd

manufacturers, it is true, have dented the retail market, especially for fruit juices and fish and, only during the past twelve months, for Long Island Ducks drawn before freezing and offered to the trade as "kitchen ready."

All told, there are about 80 food items now on the market either "quick-frozen" or "frost-ed." Half of these are meats, seafood and poultry; about 20 or 25 are vegetables; the remainder are fruits and fruit juices.

As with canned goods, all excess of waste has been removed. The purchaser receives no husks or pods, no bones or needless fat, no entrails.

"Net Edible"

In the marketing of canned goods this advantage has always been taken for granted but with the frozen foods the thought of "net edible weight" has been stressed in the selling. Displays call attention to this feature and the literature distributed by retailers reminds

MR. HARING here presents an informative background story of how the manufacturers of some 80 "quick-frozen" or "frost-ed" food items are endeavoring to merchandise their products.

What was formerly regarded as an "infant" industry has, after years of scientific and technical research, now placed itself in a position to tell the consumer a sales story which includes a frank claim that "cold storage" is a superior method of preserving edible goods. Thus is a "prejudice" which long existed in the minds of many housewives being broken down.

It is estimated that one-third of the food consumed in the United States is served in such public institutions as restaurants, hotels, clubs and dining rooms.

the housewife of the economy of paying only for what she "can cook." It is reported that net edible quantity, and the convenience of being ready for the stove, have resulted in great popularity with institutional consumers such as restaurants and hotels. To prepare these foods does not require so much kitchen help or take so much floor space in the institution. The packaged food fits into the uncertainties of volume due to weather or unexpected rushes, because 100 portions may be served, or 1,000, without loss or waste. In other words, complete flexibility is provided for hotel or club, without fear of running short and without the risk of waste.

The most interesting phase in the marketing of these foods, particularly to a cold storage man, is the success of plain speaking.

Terminology

Instead of trying to soft pedal the thought of "cold storage" out of deference to old prejudices, these manufacturers have frankly named their products "frost-ed" and "quick-frozen." The public has never raised an eyebrow. Either the present generation of housewives has outgrown grandmothers' fear of "cold storage" foods or their objections have been completely silenced by the fearlessness of announcing "cold storage" as a superior way to preserve.

When given the opportunity a retailer directs attention of the housewife to the color of a vegetable. He says to her:

"They are not artificially colored. Canning bleaches but this quick-freezing process keeps the natural color bright. It freezes so fast that the color cannot filter out."

Then, to clinch the argument, the retailer adds just a bit of technical information in some such form as this:

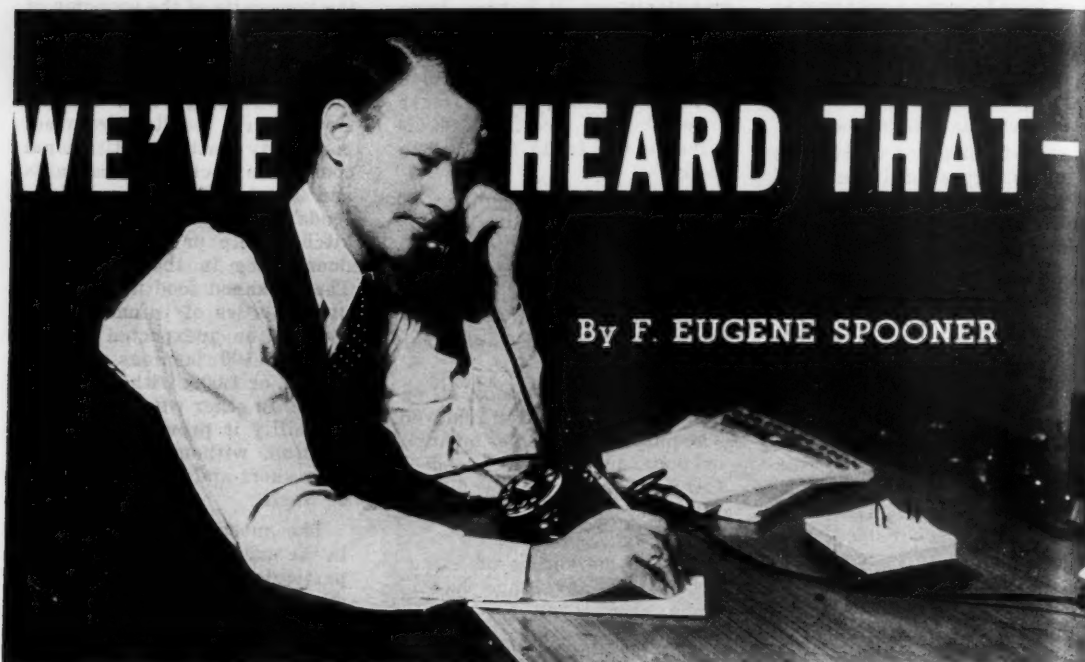
"Quick-freezing is so rapid that ice crystals cannot form within the food. The process prevents a breakdown of the cell walls, just as it stops the outflow of color pigments."

And, if the prospect will carry it home, he then gives her a leaflet with more detailed information to the same end.

(Continued on page 50)

call them to our attention, particularly if they have to do with the natural resources or indus-

(Continued on page 33)



Food Industry o o o

The Bureau of Foreign and Domestic Commerce has issued a publication giving a summary picture of the food industry, comprising more than 40,000 factories and 800,000 distributors and restaurants. It gives historical background; presents status and recent trends, channels of distribution, sources of data, and bibliography, and lists national and interstate trade associations in the food and kindred products industry.

The publication is of particular value to suppliers of raw materials, producers of manufactured foods, exporters and importers, and wholesale and retail distributors of these products.

Now for Challenges o o o

General Foods Corp. makes the claim, after a careful survey, that its wholly-owned subsidiary Walter Baker and Co. is the oldest business in the United States now manufacturing the same labeled product in the same locality. It offers as evidence the following:

Grinding of cacao beans started in 1765 at James Boles' grist mill on the Neponset River in Dorchester, Mass. Dr. James Baker took over the business in 1824, thus giving the name it now bears.

Foreign Co-op's o o o

The Commission of Inquiry on Cooperative Enterprises in Europe sent out last fall by President Roosevelt is expected to recommend the setting up of a Government agency similar to the Farm Credit Administration and to encourage consumer cooperatives in this country.

There is a suspicion among advisers of the President, however, that the spread of the cooperative movement would tend to check the rise in retail trade, and so retard business. As a result, it is expected that such affirmative recommendations might be received coolly at the White House.

Sears, Roebuck o o o

A total of \$23,000,000 is spent annually for transportation by the traffic department of Sears, Roebuck and Company, Chicago. Last year about 63,000 solid car-

loads of rail freight were handled. Parcel post shipments cost from \$7,000,000 to \$10,000,000 more annually. About 30 per cent of the total shipping is done by motor trucks owned by the company and those owned by some 900 different trucking operators.

Truck Regulatory Exemption o o o

Manufacturers who do their own truck hauling, but who receive either indirect or direct compensation for it, are exempt from the provisions of the Motor Carrier Act by the Interstate Commerce Commission, until a formal decision is made by the Commission.

Egg Market Saturation o o o

The annual egg crop in this country amounts to approximately 30,000,000,000 eggs. Of these approximately 10,000,000,000 are consumed by the people who produce them; the rest go into consumption channels.

Eggs possess many valuable chemical properties which chemists already have put to use in such manufacturing processes as imitation ivory production, photography, printing, painting, tanning, dyeing, and manufacture of glue.

It is thought that unless something is done to create other non-food uses for eggs, eventually the markets will be saturated, particularly in lieu of the prediction that around 1947 our population will be stabilized at approximately 130,000,000 people with a tendency to decline from there on.

Glycerine o o o

Glycerine as an ingredient of cakes and cookies can cut down overhead from stale left-overs and improve the palatability. Bakers here and abroad use glycerine to insure the cake remaining moist and fresh to the last crumb and to keep icings from becoming dry and brittle.

Great Is the Little Pea o o o

The large-scale development of the pea industry in the region around Walla Walla, Wash., has given the Inland Empire a new, enriching industry of magnitude

and has pointed the way to large development in other lines of the canning field.

It is estimated that the half-dozen plants in 1936 turned out between 1,800,000 and 1,900,000 cases of canned peas, which is claimed to be one-tenth of the total United States production.

One authority claims that a train of 12½ miles in length would be required to transport at one time the 1936 pea production of the six canneries in the Walla Walla district. These plants include Walla Walla Canning Co. and Libby, McNeill & Libby in Walla Walla; Blue Mountain Canneries Co., Dayton; Utah Canning Co., Free Water; P. J. Burk Canning Co., Milton, and the Athena plant of Burk Company, operated during the past summer by Smith Canning Co. of Utah.

Patman Act Reaction ○ ○ ○

There is a possibility that grocery manufacturers may give increasing attention to the selection of their customers, using the relative importance of a distributor's private brand business and his attitude of cooperation in giving national brands a "fair break." This possibility is the outgrowth of trade reactions to the Patman law, the agitation for fair trade laws, below cost selling, etc.

Third Industrial Revolution ○ ○ ○

Some thinkers, pointing to the many applications of the electric eye in controlling the work of machines, are saying that the third industrial revolution has begun, in which the development will be machines watched over by other machines.

The electric eye now sorts vegetables, fruits and eggs, measures illumination, appraises colors, classifies minerals, counts bills and throws out the counterfeit ones, times races, counts people and vehicles in traffic surveys, records smoke in tunnels, directs street traffic, and has numerous other control applications where the human is eliminated. One plant for making glass bulbs for electric lights, in which electric eyes control the various steps of operation, produces 650,000 bulbs per day, which is about a hundredfold over production by the older method.

Hardens Iron and Steel ○ ○ ○

Soy bean meal and various salts are now used in a novel method of hardening iron and steel.

"Electric Eye" ○ ○ ○

Photoelectric cells are now being used for counting barrels. A light beam focused on the cell is intercepted by the barrel as it passes a given point in rolling down the chute. Registration of the number of barrels rolling downward may be made at any given point.

These cells may be used also for controlling temperature, for sorting materials, for measuring areas, sizes, glare, brightness, and may even be used for color comparison.

Corn Crop ○ ○ ○

The 1936 corn crop is believed to have been the smallest since 1881. Only 1,416,000,000 bushels, as against 2,292,000,000 of last year, is the estimate.

Mark of Origin ○ ○ ○

Effective Feb. 6, imported products into France must be marked to carry an indication of the full name of the country of origin, without abbreviation. This marking applies to the following classes of products:

Hand pumps, compressors with air pistons and various gas compressors; bath tubs, sinks and all enameled sanitary ware; labels, boxes, wrapping materials, etc., bearing lithographic and metallographic printing.

Oil Nut Rates ○ ○ ○

Beginning Feb. 1, Eastern trunk lines reduced rates on oil-bearing nuts from eastern ports to Chicago. Based on carloads of 40,000 lbs., the rate is to be 35 cents from Baltimore and Hampton Roads, 36 cents from Philadelphia, and 38 cents from New York.

Largest Alcohol Still ○ ○ ○

Four molasses fermenting tanks of 500,000 gallons capacity each are charged in rotation at 14-hour intervals at the industrial alcohol plant of Publicker Commercial Alcohol Corporation, Philadelphia.

What is said to be the largest alcohol still in the world, outside of Russia, is a still in the Publicker plant; capacity, of 25,000 gallons of fermented mash per hour.

Living Costs Up ○ ○ ○

The average living costs of wage earners and lower-salaried workers in 32 large cities increased 0.4 per cent between July 15 and Sept. 15.

Frozen Milk ○ ○ ○

Double strength or triple strength milk frozen in the can is a technically practical dairy product. This seems to be proved conclusively by the small scale experiments of the United States Bureau of Dairy Industry. And this product offers interesting possibilities of commercial development which may make real money for different divisions of the food industries.

Bad Oranges ○ ○ ○

An X-ray machine has been developed which will pick out bad oranges. The California Fruit Growers' Exchange is testing the equipment and if successful it will no doubt be adopted by the organization.

Synthetic Rubber ○ ○ ○

A huge German synthetic rubber industry is in prospect. This rubber is a polymerization product of butadiene which is obtained from calcium carbide.

The method of polymerization admits of modifications which result in products with different qualities. One variety has toughness and resistance to abrasion greatly exceeding, according to laboratory tests, those of natural rubber.

Import Storage ○ ○ ○

Another year of grace has been granted importers who have goods in bonded warehouses for periods beyond the 3-year limit allowed under the law. The extension, obtained by Treasury Department officials at the behest of import organizations in New York, covers goods put in bond as far back as 1930.

Annually since 1932 the Government has made a concession to importers who desired to keep merchandise in bond beyond the legal storage period.

Ecuador Manganese ○ ○ ○

A reported strike which, if true, will change the international manganese ore picture. Fifty million tons of this ore of mining quality is claimed to have been found at Paseje, Ecuador. Such an amount would increase by 50 per cent the world's known deposits that are near the United States, which consumes about one-third of the total output.

Alloy steel production absorbs around 4,000,000 tons
(Continued on page 57)

FLOOD NEWS and

Flood Losses to Cincinnati's Warehouses and Contents Were Small; Goods Saved in Advance

ADEQUATE preparations prevented the warehouses in the greater Cincinnati area from suffering many major losses in the history-making flood which swept the Ohio River valley late in January.

With possible exceptions at one or two warehouses, all merchandise and bulk commodities were moved out of reach of the water before the Ohio River reached its crest. What damage the water did was confined largely to machinery, motors and generators. In some instances installation of new generators was necessary before operations could be resumed.

Considerable credit is due employees for keeping loss and damage at a minimum. They long worked overtime in moving boxes, barrels, bales and packages to elevations above the flood waters, the depths of which ranged from 6 to 14 feet in several of the warehouses, the first floors being completely inundated.

At Cincinnati Merchandise Warehouses, Inc., water reached the second floor of one of the buildings and damaged a quantity of paper stock. Foodstuffs were moved out of the warehouses after water had invaded the cellars.

The plant of Cincinnati Ice Manufacturing & Cold Storage Co. was outside the flood area, and buildings and contents were not affected.

While the plant of Merchants Cold Storage Company was engulfed in nearly 6 feet of water, operations were not suspended. Water flooded the engine room but this did not dampen the ardor of the executives, who kept the refrigeration plant operating and thus saved hundreds of tons of perishables from spoiling. Motors and generators were installed on trucks which were parked beyond the water's reach, with wires extending into the building to provide current for the plant. Charles W. Heath, vice-president, said: "All that this organization lost was a lot of energy. Not one ounce of food was spoiled because of lack of refrigeration."

According to R. G. Culbertson, managing director of Cincinnati Terminal Warehouses, Inc., some machinery was damaged and a few barrels and drum racks located on the first floor were disarranged. The company lost no time in removing all merchandise from basement and first floor before the water even entered. Discussing the situation, Mr. Culbertson said:

"All the merchandise warehouses and two of the three cold storage plants were in the flooded district, and while the lack of transportation facilities, plus the forced suspension of trade activities, both wholesale and retail, minimized the need for warehouse services, these services were always available.

"Through the cooperation of the Chesapeake & Ohio Railway Co., Cincinnati Terminal had constant access not only to the Cities vehicular bridge but to the high-level railroad bridge, and at no time during the flood did the warehouse fail to handle the orders presented for delivery.

"When it became apparent that the water would reach the building, customers' goods were removed to the upper floors, and a direct connection was made from a door on the fourth floor to a loading platform on the Cities bridge. This arrangement was used until the rising waters cut off the approach at Third Street, after which a loading ramp was built to give access to the deck of the railroad bridge. From this

point customers used a section-man's push car for delivery to motor trucks at the Fourth Street station.

"Orders ranging from 10 to 150 bags, boxes or cases were not unusual, and from 10 to 12 o'clock on Sunday night, Jan. 24, 2,800 cases of foodstuffs were delivered for account of the local Red Cross. By special arrangement with the Cleveland office of the Alcohol Tax Unit, warehouse tenants occupying the front of the building were able at all times to reach their premises by going through the bonded section.

"Damage to customers' goods was small. The principal cost to the warehouse itself, in addition to the loss of revenue, will be in removing the debris, re-decorating the general offices, and replacing built-in furniture and fixtures. The work of cleaning up is well under way, and it is expected normal service in all departments will be resumed by Feb. 10.

"The roof and side walls of the Water Street truck terminal were badly damaged by a floating house, but with foundations and floors intact it is expected that this building will be ready for occupancy in about two weeks.

"The terminal on Front Street, located outside the swiftly moving current, suffered practically no damage."

Water damage to building and machinery was suffered by Baltimore & Ohio Warehouse Company but it is comparatively unimportant.

Kenton Loose Leaf Tobacco Warehouse, a Covington, Ky., property of Cincinnati Merchandise Warehouses, Inc., was completely covered by water, but its contents had been removed ten days prior to the flood.

Some of the warehouses could have operated and made deliveries through the various stages of the flood but were prohibited by the "emergency holiday" declared by proclamation of the city manager. Water and power were rationed and only those businesses declared essentials, as food stores, restaurants and drug stores, were permitted to function. In the case of the cold storage plants, they provided their own power and water by artesian wells. Roughly speaking, the warehouses did not suffer the losses sustained by other businesses located in the "bottoms."

Household goods warehousemen reported no marked increases in business as a result of the flood.

Among the warehouse executives who took a prominent part in the relief work is E. L. Becker, general manager of Cincinnati Merchandise Warehouses, Inc., who served as chairman of a committee which supervised the situation.

E. H. Bacon, vice-president of Louisville Public Warehouse Co., Louisville, wired the American Warehousemen's Association convention in Chicago that the losses suffered by his organization were relatively small.

Flood a Familiar Story to W. Va. Warehouses; Preparedness Averted Losses During January's Disaster

WEST VIRGINIA warehouse and storage companies know floods, especially those located along the Ohio River—in Wheeling, Parkersburg, Huntington and intermediate cities—and the flood of 1937 was just another incident in their lives, especially after the all-time record high flood which in 1936 reached a stage

(Concluded on page 22)

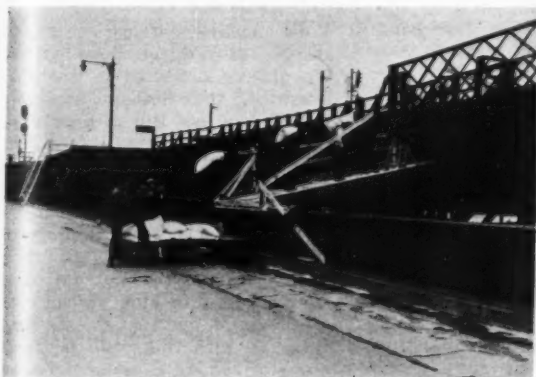
TYPICAL VIEWS



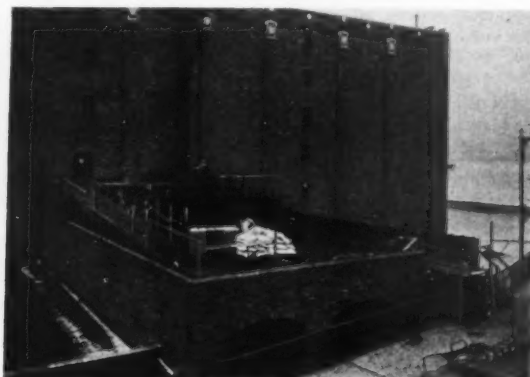
Truck terminal, occupied by Cushman Motor Delivery, completely submerged



A submarine powerplant, something new in warehousing. This room is on a mezzanine



The ladder in the distance was erected to serve the needs of the tenants and employees to relieve congestion on platform in foreground



Goods delivered through fourth floor cold storage rooms. The tenant section was reached through the general bonded rooms



Coffer-dam construction around an open stairwell of the second floor. Note water marks on concrete at far end of the opening



Laminated bulkheads built at freight elevators to withstand an 81 1/2-ft. stage, with provisions for additional protection to 83 ft.

Above Pictures Show Conditions at the Cincinnati Terminal Warehouse

TWO BITS

Vol. XI, No. 10

A Bit Here, A Bit There

Gotham, February, 1937

THE major reason why the Yuletide & New Yr season is welcome is on a/c that it enables Ye Ed. to fill up space by acknowledging cards on which storagers & others are willing to spend postage gladdening Ye Ed.'s heart altho this past season it seems like that more storagers & others was reluctant than usual about doing that.

We hope next season the donors will leave the date of the yr & their personal names off their cards so we can make use of the cards ourself in 1938-39 & thereby cut down our expenses.

Well, this past season we got cards, all unfortunately dated & bearing senders' names, from:

Elm Erickson, the Chicago storager, & better ½ Ethel; Marty Kennelly, the Chicago storager & future Gov. of Illinois; Bill Leet, the Gotham demon salesman, & better ½ May & d. Leonore; Wilse Little, the AWA sec., of Chicago, & better ½ Inez; Charley Milbauer, the Bklyn storager, & s. Charley Jr.; Van Wicked Mott, the Wash'ton, D. C., storager, & better ½ Thelma & s. Tom; Jim Muligan, the Newark, N. J., storager, & better ½ Mary; Ed New, the Norfolk storager; Jim Ronin, the Albany, N. Y., storager; God Santini, the Gotham storager; Osc Taylor, the Seattle storager, & better ½ Stella; Jay Weil, the New Orleans storager, & better ½; Ralph Wood, the Chicago storager, & better ½ Lillian. Also Brokers Office & Whse Co., Wichita; Cincinnati Term'l Whses, Cincinnati; Radial Whse Co., Kansas City; Mitsubishi Whse Co., Tokyo. Also Phil Gerhardt, the Gotham ex-storager who is now attorneying.

A sparse list if you ask us. It looks like that *Two Bits's* one-time popularity, if any, has miserably waned. We feel that a great loss to Literature would be suffered should *Two Bits* collapse, not to mention that Ye Ed. would then be out of a job. This thought leaves us so dispirited that we have ½ a mind to leave the rest of this page blank. That would save the printshop a lot of work & also maybe this mo.'s issue would weigh less & that would relieve the strain on the W. U. messenger boys who have

to deliver the darn thing to subscribers on bicycles. We have never seen a subscriber on a bicycle & it ought to be a fair sight, but what we mean is that it is the messenger boys who are on bicycles. We don't even know that a subscriber knows how to ride a bicycle. In fact we don't even know whether we have any subscribers or whether they would want to own bicycles if they were subscribers. Maybe we ought to offer bicycles as subscription premiums & thus get some subscribers, but if on the other hand subscribers wouldn't want to own bicycles we wouldn't get any subscribers, & then we'd have a lot of 2nd-hand bicycles we wouldn't know what to do with, so we better go ahead & fill up this page instead of leaving the rest of it blank like we had tentatively contemplated. That proves that you should never act on snap judgment but should think a thing through first or you're liable to get 2nd-hand bicycles on your hands like we nearly did, & we don't know how to ride a bicycle.

* * *

So we will turn to a pleasanter topic. On a/c that, speaking of Yuletide, our better ½ gifted us with an electric waffle-iron & manufactured some waffles for Ye Ed. on Xmas A. M.

Probably any subscriber could learn to operate a premium-subscription bicycle but lucky is the subscriber who has a better ½ who knows how to operate an electric waffle-iron. Most better ½s are apt to contrive waffles which are soggy than a premium-subscription bicycle's hind tire. But not Ye Ed.'s. We are pretty proud of her waffle-manufacturing ability, & if the time ever comes when *Two Bits* demises itself & throws Ye Ed. out of a job we are going to set her up in the waffle-manufacturing business, although this is just a snap judgment on our part on a/c that we have not thought the thing through yet, including consulting her about it. If she O.K.'s the plan, Ye Ed. will be the company's treasurer.

* * *

Meanwhile *Two Bits* is being ignored not only by Yuletide &

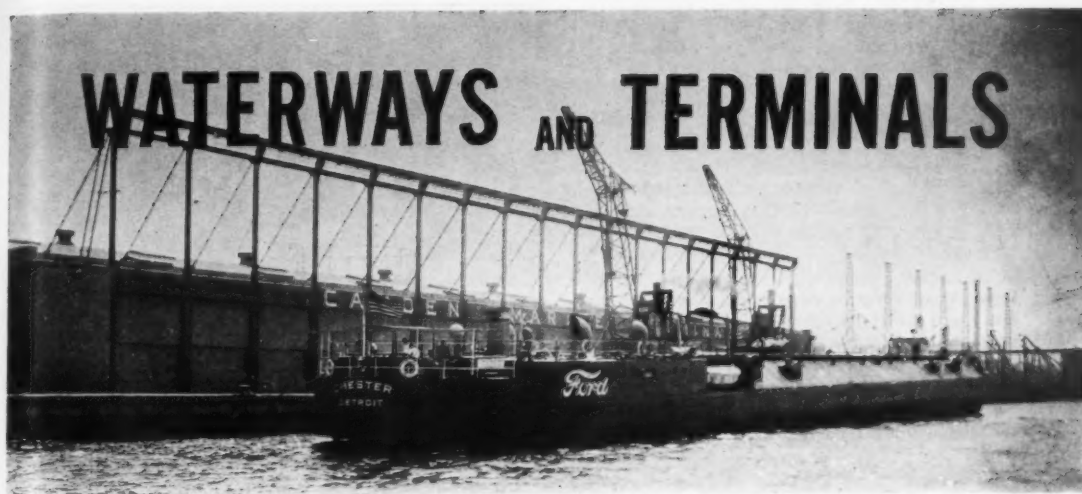
New Yr card-senders but also by *The Burlap Bag*, which is a dept in the NFWA's magazine yclept *The Furniture Warehouseman*.

We recall that in the old days—the era in which *Two Bits* had lots of subscribers—a scurrilous writer in *The Burlap Bag* used to regularly cast aspersions at *Two Bits*. The scurrilous writer thought he was insulting us, tho others who have tried that were finally convinced it is impossible.

We always suspected the identity of the scurrilous writer. We always suspected it was Bill Bostwick, the Gotham storager. But we ran into Bill at a sodawater fountain the other day & Bill denied it between sips of chocolate sundae. We were not wholly satisfied with Bill's denial but we were not in a position to prove to Bill he was mistaken. Bill had Lou Schramm, the Gotham storager, along with him, probably as a bodyguard, and that was no time to argue with Bill. Bill is about our size but we considered Lou a bit too hefty to tackle, so we made a dignified excuse to get away, saying our bicycle was outside and maybe we'd be tagged by a cop if we parked it too long. A nimble mind is always an asset for an editor. Besides, Bill & Lou had Ed Sullivan, the Gotham van owners' assoc'n sec., along to back them up.

* * *

We think that narrow escape we just told you about about fills up this mo.'s page but if the rest of the page in blank you will know it didn't. Next mo. (March) we will tell you more about Biselliella, Pellionella & Tapetzella, the 3 lady detective-moths. Or maybe it will be the mo. (April) after, on a/c that Ye Ed. is conventioning at Chicago & Wash'ton during 2 weeks of Feb. & it always takes us the other 2 weeks of a mo. to satisfactorily disguise our expense a/c. Bicycle-riding & waffle-manufacturing require skill after a fashion but disguising an expense a/c is the highest form of art. Ask any storager.



Editor's note: This department is conducted in response to reader-demand for information of the character here given. Effort will be made to keep abreast of changes and trends. Address letters of inquiries to F. Eugene Spooner.

SHIP VIA INLAND WATERWAYS

ENCOURAGING and complimentary letters, telephone messages and calls in person have reached this department from many sources, making this writer feel that this column is well on its way and to do bigger and better things for the good of the industry, in forthcoming issues, so come on in with suggestions, articles, news—the water is fine.

Nothing Is Impossible

A 303-MILE electric subway-seaway under the Allegheny Mountains linking the Great Lakes with the Atlantic seaboard is proposed in circulated petitions addressed to the Federal Government. Signers in northern Ohio and western Pennsylvania urge Uncle Sam to build the gargantuan artery of commerce from Conneaut, Ohio, to Baltimore.

Asa L. Carter, of Cleveland, outlined the project to the War Department in Washington last month but was informed a special Congressional order was required before the subway-seaway could even be considered.

Mr. Carter estimated the tunnel would cost \$375,000,000—but Army engineers said his figure was about \$1,000,000,000 off.

The petitioners—Agnes Gliwa, Peter Faust and William Carothers, of Allegheny County, Pa., explained with the aid of a twenty-two page printed pamphlet that the undertaking would embrace:

- A \$180,000,000 two-way electric freight subway.
- A \$90,000,000 motor traffic highway 100 feet wide.
- A \$90,000,000 freight-balancing water tunnel at sea level.
- A \$15,000,000 freight-balancing by-product gas main.

The unprecedented tunnel, petitioners said, would be labeled the George Washington Speeding Seaway. Arguments advanced in support of the proposition included:

It would reduce rail distance by one-third between Lake Erie and the ocean.

Cargoes would be aboard ocean freighters seven hours after being unloaded at Conneaut.

Total cost would be less than the Great Lakes-St. Lawrence seaway.

The subway would be immune to military attack.

Potential annual freight capacity would total 700,000,000 tons.

Cargoes Near Record of '29 on Great Lakes

CAPTAIN JOSEPH S. WOOD, president of the Lake Carriers' Association, announces that the bulk freight commerce on the Great Lakes during the eight months' navigation season of 1936 was the largest of any year since 1929, according to word received from Cleveland.

The past season's bulk freight movement on the lakes amounted to 114,414,748 net tons, representing an increase, over 1935, of 31,414,748 tons, or 38.06%.

Figures compiled by Captain Wood show that the movement of iron ore during the 1936 season amounted to 50,200,666 net tons, or an increase of 58.03% over 1935. Soft-coal shipments totaled 44,010,585 net tons, or a gain of 26.72%; anthracite, 688,858 tons, an increase of 23.22%; grain, 7,433,967 net tons, a gain of 10.13%; and limestone, 12,080,672 net tons, an increase of 33.02%.

As a result of cold weather in the Northwest, beginning late in October, shipments of iron ore were slightly below the total moved in 1930. The shipment of bituminous coal from Lake Erie ports was the largest in the annals of lake commerce, having exceeded the previous high-water mark as established in 1929, by 6,077,336 tons. Shipments of limestone were the largest of any year since 1929.

The grain trade showed the least amount of increase as a result of the subnormal movement of United States-grown grain, which was seriously curtailed by the drought. The lake grain shipments from the United States and Canadian ports totaled 256,854,395

(Continued on page 65)

Flood News

(Concluded from page 18)

over seven feet higher at Wheeling than the January flood of this year.

Parkersburg and Huntington and the lower sections of the State were not so fortunate in the 1937 flood, however, as tributary streams emptying into the Ohio below Wheeling created flood-tides in those sections almost as great as during the record-smashing 1936 disaster.

This year West Virginia warehousemen were prepared! They are always prepared for floods, as a matter of fact; their plants are located and constructed with flood eventualities in view.

A striking instance of this is Miller Transfer & Storage Co., whose three storage houses in Wheeling are in the flood zone—but who never store merchandise on the first floor.

The Miller company also operates the largest express business in the State. During the recent flood the Miller trucks hauled household goods from thousands of homes in Wheeling Island and other low-lying sections to the high and dry spots in their own warehouses and other points. High floods are always hectic days for the Miller company, requiring extra men and heroic service on the part of the regular force. There were sleepless nights during the few days preceding the flood, for the Miller men and women permitted no appeal for help to go unanswered. Loyal employees jeopardized their lives and their health performing yeoman service, as in scores of cases it was necessary to go right into the chilly waters of the rampagous Ohio to save humans and chattels.

Water invaded the first floor of Union Warehouse Holding Co., Wheeling, and marooned the plant for two days, but nothing was lost except what was due to paralysis of business.

The river did not reach the first floor nor cut off egress to Wheeling Warehouse & Storage Co. This business, largest of its kind in the city, has been managed by W. H. Meyer since the death of B. F. Garver, president and chief stockholder, a year ago, and is now a subsidiary of Wheeling Wholesale Grocery Co. The water just lapped the edges of two of the floor streets surrounding this big plant.

In Huntington and Parkersburg the storage plants were not so fortunate, as the river was proportionately higher in the lower part of the State, due to the unusual nature of this flood, with incessant rains swelling all tributary streams to flood stage. The difference between the stages at Wheeling and at Parkersburg and Huntington was greater than in previous floods. In both Parkersburg and Huntington, however, as in Wheeling, preparedness was the watch-word, and there was no loss of goods stored, although business was naturally set back, for a full week, as a result of stagnation and isolation.

Citizens Transfer & Storage Co., Parkersburg, experienced water on the ground floor, but moved all goods to upper floors. This firm's employees performed heroic service in moving families and households out of the flood areas.

Huntington was harder hit than Wheeling or Parkersburg; but while the Huntington storage houses were in the water, nothing was lost except time and sleep. The city itself was practically isolated from the outside world for four days.

Try Me Transfer, Inc., and D. H. White Transfer Co., both in Huntington, had their batteries of trucks and men laboring day and night, many working three days without sleep, moving people and their effects to the storage plants of Huntington Warehouse Corp. and W. J. Maier Storage Co.

Calendar of Coming Events

March

8-11. Mayflower Warehousemen's Association. At Netherland-Plaza Hotel, Cincinnati.

12-13. National Assn. of Bakers' and Confectioners' Supply Houses, spring meeting, Edgewater Beach Hotel, Chicago.

23-26. Seventh Annual Packaging Exposition. American Management Assn. Hotel Pennsylvania, New York.

November

15-17. Annual Convention, American Trucking Associations, Inc., Louisville, Ky.

All down the line from Wheeling to Huntington the warehouse and storage men gave and gave and gave of their efforts and time and facilities to help ease the burden of the disaster and prevent suffering. They functioned valiantly and sympathetically to provide all possible comforts to the flood-stricken.

Strange thing, however, about these Ohio river floods. Suffering and loss? Of course. But the people are schooled in floods; they know what and when to do, and for the most part a flood is considered something of a lark. In one flood the populace does exactly the same thing they did in the previous floods; experience is something to talk and laugh about. Experience is a great teacher, and only in few cases are actual losses sustained by water destroying or damaging merchandise or household goods. Chief loss is due to unemployment and business stagnation. (Wheeling News Bureau.)

Government Inspection of Grain in Motor Trucks

(Washington Correspondence): A ruling requiring government inspection of grain transported by motor trucks in interstate commerce was announced January 26 by the Bureau of Agricultural Economics.

Officials said examination by a licensed inspector under the Grain Standards Act "must be obtained on grain which is sold by grade and shipped or delivered for shipment in interstate commerce or to an inspection point." The burden of obtaining inspection is upon shippers.

Mayflower Convention Is Postponed to March 8-11

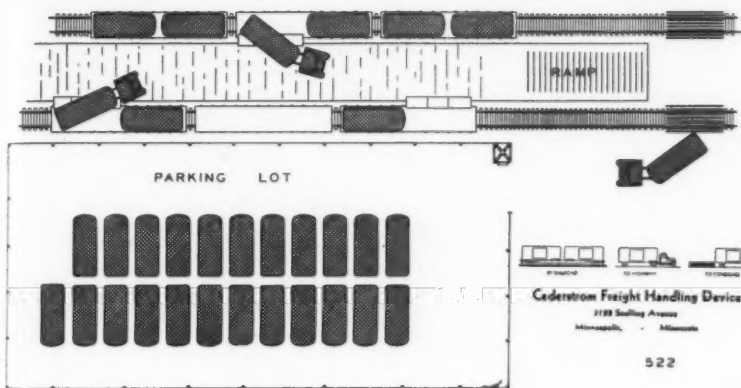
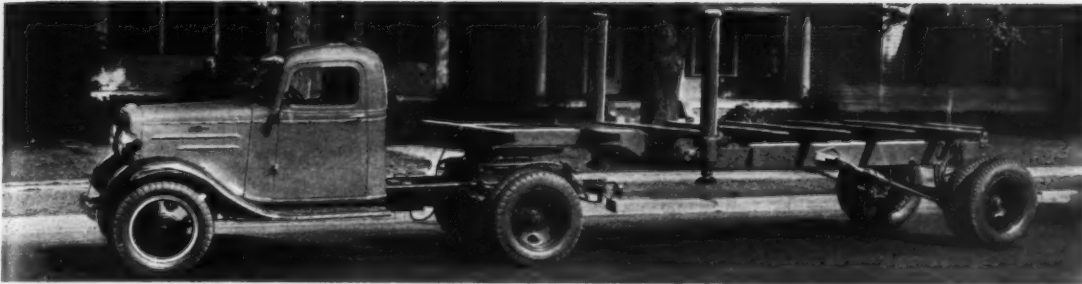
The annual meeting of the Mayflower Warehousemen's Association was to have been held on Feb. 8 to 11 at the Netherlands Plaza Hotel in Cincinnati but the Ohio River valley flood conditions made a postponement necessary.

Announcement is made by the group's secretary, E. H. Lamkin, Indianapolis, that the meeting will be held on March 8 to 11 in the same Cincinnati hotel.

Columbia Buys Rairdon Co.

Columbia Terminals Company, St. Louis, has purchased the Rairdon Transfer & Warehouse Co., Inc., 819 West Fourth Street, Kansas City, Mo.

The Rairdon firm, established more than thirty years ago, was continued under that name, with A. J. Bannowsky, secretary and treasurer, as general manager under the new ownership.



TRAILER-FLATCAR service, one of the new additions to the transportation system, has brought forth this trailer mechanism which is designed to take the weight off the wheels and to prevent the trailer from being jolted with the motion of the train. Thus, damage to merchandise is minimized.

The top view shows the trailer before it is loaded on the flat car. The next view shows the facility of the new device in relieving congestion at terminals. Cars may be loaded from end or side. The third view shows the trailer about to be lowered to the floor of the flat car and the fourth view shows it lowered with side frame members flush with floor.

A hydraulic mechanism, connected directly to the trailer, lowers the body. This action is made possible through the use of two hydraulic props or jacks whose lowering or raising also withdraw or draw the rear wheels into the positions shown.

Below—

The lines of the Zephyr streamlined train were the inspiration for the rounded front of this new 6-wheel unit built by the J. B. Bailargeon Express, Montreal, which is the contracting hauler for the McCormick company. The tractor is a Ford and the trailer a 3-ton Dominion. It is 24 ft. long and has a compensating 5th wheel. Four of these have been built, some of them using Fruehauf trailers.



Below—A recent Studebaker, cab-forward chassis acquisition by the Sanders Transfer & Storage Co., Nashville, Tenn. This van has a load capacity of 1,200 cu. ft. and an overall length of 26 ft. 3 in. Total weight is 8,600 lb. Wheels, bumpers and top are painted aluminum. The rest of the body is in two-tone green. The company had its 41st anniversary in July.



MOTOR TRANSPORT



THE PSYCHOLOGY OF ACCIDENTS

ACCIDENT reduction to the extent of 43 per cent within 6 months after studies for remedying the situation were made is a record worth investigation.

According to this truck operator, whose name unfortunately cannot be revealed, there appears to be a definite relationship between the amount of mechanical attention required on a truck and the accident difficulty in which the vehicle is involved. This condition is not due so much to repairs traceable to the accidents as it is to repairs indicating generally severe driving.

The operator found that brakes required attention with undue frequency. Clutch, gearset and rear axle troubles were more frequent than average—this when the record of the driver was bad from an accident viewpoint during a year's time. Also tire wear was excessive, and even certain types of engine maintenance were higher.

When the company began studying traffic accidents it discovered that all this excessive cost, outside of the cost of repairs, was caused by accidents. The situation became understandable when the company

learned that the driver most frequently in trouble from the accident standpoint was one who was frequently changing his pace in traffic and using maximum car acceleration whenever possible.

This same type of driver, it was found, remains in low and second speeds unduly long. Most of this company's trucks are governed to a speed limit, so that in few cases was high speed the important point in the traffic accident picture. In

OR TATION

Department Conducted by

F. EUGENE SPOONER

not a single accident could be traced to defective condition of the vehicle.

The real cause of accidents, it was ascertained, was traced to the driving habits of the man at the wheel. Before that it was thought that accidents were matters of chance—weather, vehicle condition, etc. Investigation brought out that a certain group of men contributed each year about 50 per cent of the accidents.

Studying a group of thirty drivers with twenty accidents a year, it was found that the men who drove the greatest mileage did not necessarily have the most accidents. Speed was found not to be a factor. Neither governors or other traffic devices stopped accidents.

As the studies progressed, the company saw little hope of controlling accidents with some outside pressure such as speed reduction, or teaching the men to drive carefully, or inflicting penalties. There seemed little chance of changing the accident-prone driver.

As a base for obtaining a record, the company started with accidents reportable to an insurance company. These were not classified. The question came up as to whether

a man should be charged with accidents in which he was not driving, and the contention by the men and the supervisor was that his record should not be charged with any accident which occurred while the truck was in a stop position.

But the company found that the same men were having accidents either in parking or after having parked, or being bumped into at the rear because of stopping too suddenly. So it was decided to classify them as accidents, too, and charge the men with them. It was found that these accident-prone men did not use good judgment as to whether to park near a busy corner instead of a side street; or they were parking double, and if they came to a sudden stop, they never used an arm signal, and they always took chances in stopping the truck in plenty of time with their brakes, with the result that a rear end collision was inevitable. Their judgment just was not there.

Mechanical Condition

It was found also that the mechanical condition of the vehicle was not a factor in accidents. No difference was found in moving a man from an old truck to a new one. The accident rate remained the same.

This being so, then how should the trouble be corrected? It was soon found that one cannot educate a man into having fewer accidents. In the first place, investigation cannot reveal what causes accidents. One can read hundreds of accident reports in an insurance company office and talk to the men afterwards. The investigation can be limited to one's own group and the result is the same.

Regardless of a man's honesty, he naturally reports the accident in the most favorable light. One cannot take an accident report and believe it, as the man will only see a portion of it. Psychology is a peculiar thing. It is intangible, unreliable. In accidents, each person involved has his own version. The stories never agree.

One can talk of reckless driving and speed, and all that; but until a lot of thought has been given to a definition, it looks easy. That is the real trouble—finding the exact definition. It can't be done, according to this company's experience.

Only one thing that can be said is that someone does not drive the way you would. Speed has nothing to do with it. Few there are that can really define reckless driving. It cannot be legislated.

On that score, however, the plan used in Rhode Island, according to the company, has merit. There, after a man has a certain number of accidents, he is not permitted to drive any more.

Therefore, it is not a question of speed reduction, brake inspection, or of weather conditions—nothing at all except unsafe driving by a man who is not fit to drive.

With the foregoing conclusion arrived at, the company began looking for accident frequency. It took a group of accident-prone drivers and attempted a prediction. Accidents were plotted in one direction and time in another. It was soon definitely predicted when a driver would have his third, fifth and seventh accident. It was generally a straight line.

The startling thing about this graph was the striking accuracy with which these predictions came true. Only occasionally was it found that a man deviated from this law of expectation. The study turned out not only to be true; expectation was exceeded.

And from that time on the company began to look to men, rather than to equipment, for the factors surrounding the accident.

Rewards and Penalties

Having discovered that it was the men who caused the accidents and not the equipment or road hazards, the company made certain efforts to censure the men and to inflict such penalties as giving them a job they did not like to do, for a couple of days, or a week; or laying them off. Not a financial penalty to be paid to the company, but demoting the men for two weeks or a month. Then the company also tried to reward the men for careful driving, but this did not change the total number of accidents.

This reward idea is interesting. For a good month without accidents, the drivers were awarded \$1; and for the next month's good record, \$2; and so on. It was soon found that the only thing the company was doing was to pay the good

You cannot cure an accident-prone driver. He will always be in trouble, regardless of what precautions you take.

Weed such drivers out of your service and the effect will be startling.

Read how one operator made a 43% reduction within 6 months after he started studying the situation.

drivers more money. The poor drivers were still unaffected by the award.

Having tried educational methods, penalties and rewards, and all found wanting, the company next sought for something in the men that would account for their accident-prone condition. Five of the drivers were sent to the Department of Psychology of a near-by university for examination. Four of the five had averaged four major accidents a year.

The tests reveal that these men are definitely feeble minded, having the intelligence of an eight-year-old boy. A fifth man was intelligent but he had trouble with his vision which could not be corrected by glasses.

After these findings, the company had openings for five more men. It was the only sound basis upon which the company was able to affect its accident rate. Thus it got rid of those who contributed 50 per cent of the accidents year after year—men whom it liked, who were faithful and good workers, but who just could not be trusted in the driver's seat. These men were replaced with drivers who met the test. The accident-prone men were transferred to other types of work.

This again proved a mistake. That did not pay, either. It was found that men who are prone to have accidents on the road should not be transferred elsewhere because such habits are carried right over into the personal injury problem. It was found that such men substituted personal injury accidents for traffic accidents. In fact, one of them, driving his own car, was later involved in an accident which cost two lives. Another met with accidental death in his own car.

What happens to men when transferred from traffic to non-driving jobs? They have accidents just the same. The company feels it is not the fault of the individual, but something he cannot control. The thing that causes it is an unconscious thing. He is not morally responsible. Nor can he be cured. He must therefore be eliminated.

The intelligence test used by the university takes about thirty minutes. It is frequently called the Morgan test. It asks simple questions. And the answers to what appear to be very simple questions are often amazing.

Keeshin Wants Truck Rates Free of Rail Pattern

JOHN L. KEESHIN, president of the Keeshin Transcontinental Freight Lines, Chicago, has explained his stand in definitely turning down overtures of the Central States Motor Freight Bureau, Inc., for a scrapping of his commodity

ratings classification. He finds that the Bureau's rate-fixing plan is designed to fit rail facilities and to disregard inherent trucking advantages.

Mr. Keeshin explained he intended to give the public a system of rates and service which reflected conditions in the motor industry without regard to rates and service of other modes of transport.

"I am keenly aware of the necessity for the establishment of uniformity of rates, classification ratings and rule for competitive truck carriers engaged in interstate commerce," he stated, "and I am willing to abide by any proper agreement which will bring about that result."

He praised the work of the so-called committee of eleven and declared:

"I am at a loss to understand why, after appointing a committee for the purpose of developing a motor freight classification and after expending a considerable amount of money and time in such work, the project is suddenly abandoned and I am asked to adopt a makeshift which, with minor exceptions, is nothing more than the rail classification."

Mr. Keeshin insisted some method be found to have a classification prepared by a disinterested committee to which would be assigned the work "of preparing a classification properly adapted to the motor truck industry."

"The action of the central Bureau is unquestionably designed to produce a preferential system of rates between key points and the maintenance of higher rates to all other points," he declared. "I can never subscribe to such a discriminatory adjustment as between the shippers I serve."

ICC Seeks Enforcement Fund to Control Truck-Rail Warfare

(Washington Correspondence): Fully cognizant of the hugeness of the task which confronts it, as well as aware of the resistance and evasions that are bound to be met, the Interstate Commerce Commission has asked Congress to appropriate \$1,300,000 to enforce the provisions of the motor carrier act.

As a corollary to the enforcement of truck regulation, the ICC must spend large sums to investigate and bring under control the warfare still raging between the competing transportation systems, principally between rail and truck.

In addition to its request for funds, the ICC also offered other suggestions to Congress, as follows:

1—That Congress repeal the sections of the 1936 revenue act, which affect the railroads. This act in-

corporates the "spread-the-money around" tax theories of the president by levying deeply on the undistributed surpluses of large corporations.

2—That Congress give the Commission increased power to regulate fruit express companies, private car lines, forwarding companies, and railroad holding corporations.

3—Congress give the ICC the power to regulate the minimum rates of water carriers within its jurisdiction.

These were contained in the 50th annual report of the Commission to Congress. Dealing with motor carriers, the ICC reported that a grand total of 85,636 applications has been filed by carriers. Of this number, 80,420 were filed under the "grandfather clause."

Speaking of applications the ICC stated: "There has apparently been a tendency on the part of a considerable number of applicants to expand their claims unduly. If hearings are necessitated in all the protested cases, action on the applications will be prolonged over a long period of time."

The report also emphasized the importance to the carriers and to the general public of filing with the ICC and having approved, surety bonds, insurance policies, and other security agreements.

Another one of the points brought out in the report is the statement: "Comparatively little consideration has been given to the question of what is inherently an appropriate and reasonable basis for stable and orderly motor carrier rates, for the transportation of property, filling the needs of both carriers and shippers."

The downward trend of rates in the beginning was the result of compelling substantial motor carriers to file and publish their rates. Competitors were then given definite knowledge of the price situation, and the rate structure sought lowest level, it was pointed out.

Motor carriers are attempting to overcome this situation, "but there is no indication of a tendency to make the rates unreasonably high."

The tendency of rail carriers has been to reduce their rates to meet the situation in the truck field. "We believe that the motor carriers of property should be encouraged in their efforts to bring a greater degree of order and stability into the rate structure through conference and the group consideration of common problems, and expect many good results from such endeavors," the ICC report stated.

Speaking of the need for enforcement of the motor carrier act, the report stated: "Manifestly vigorous enforcement of the act is essential to its successful administration. There

is a strong public expectation of benefit from the establishment of safety regulations. Responsible operators in the industry are expecting relief from the recognized evils in respect to chaotic rates and unfair competition. No police force has been created for the detection and apprehension of violators, and we do not now recommend the creation of such a force. But we do recognize that for adequate enforcement, we shall have to depend in large part upon the willingness of the industry to police itself by reporting violations to us, and also upon the cooperation of other branches of the Federal and state commissions and officials." (Edwin Hartrich)

Contract Recording Ruling of ICC Is Protested

(Washington Correspondence): Recordation of contracts held by contract carriers was instituted by the Interstate Commerce Commission Feb. 1, over the vehement protest of the carriers who protested that this practice amounts to an unreasonable seizure of their private papers and disclosure of their business.

The Commission overruled the protest with the assertion that recordation "is required at this time by reason of the existing competitive situation now existing between such carriers and common carriers by motor vehicle and also by reason of the special nature of the services performed by such carriers."

A concession was made to the contract carriers by limiting registration to five classes among them, but the commission stated: "Future consideration will be given to extending the provisions of this order to classes of contract carriers by motor vehicle not herein specified as and when need therefor is disclosed."

Copies of written contracts are required where such written agreements exist, and in cases where the agreement is in oral form a description must be filed.

Those who must file include:

Carriers of general commodities of any class or classes thereof, except commodities, other than those specified below, requiring special equipment;

Carriers of household goods, office furniture, and office fixtures and equipment;

Carriers of automobiles;

Carriers of moving picture films, accessories and theater supplies;

Carriers of refrigerated products, other than liquids in tank trucks. (James J. Butler)

Truck Conference Protests Sugar Rate

The Interstate Commerce Commission has suspended until April 24 a drastically reduced motor truck rate on sugar from New York, Brooklyn, Edgewater, N. J., and Philadelphia to LeRoy, N. Y., the home of "Jello." This action comes as a result of objections by truck operator members of the Middle Atlantic States Motor Carrier Conference.

The reduced rate was 19 cents per 100 pounds and was proposed by a Scranton, Pa., motor freight line. The existing rate is 34 cents.

In defense of the lowered rate it was stated that there was in effect a 20-cent intrastate rate from New York and Brooklyn to Rochester, a point to which LeRoy is intermediate. It was also stated that this rate was profitable, but despite that the commission decided to suspend the rate pending further investigation.

Autocar Announces Two New Lightweight Trucks

The Autocar Company has brought out two new trucks in the light duty field, one with a 13,500-pound rating, costing \$1,095, and the other 16,000 pounds, priced at \$1,480. The trucks are equipped with weatherproof cabs and have Autocar "shackle-action" on the front spring.

Big Truckers Get Most of Business

The sum of \$147,853,000 was received in 1935 by 14,072 concerns with headquarters in the East North Central States whose primary business was motor trucking, it has been revealed by William L. Austin, director, Bureau of the Census.

These 14,072 concerns reported an average of 40,548 persons on their payrolls for that year. A total of \$49,648,000 was paid to employees, of which \$46,148,000 was paid to full-time and \$3,500,000 to part-time employees. This did not include compensation to the 13,665 active proprietors and firm members of unincorporated businesses.

The number of vehicles in operation by these concerns in October, 1935, amounted to 52,613, semi-trailers and tractors being considered as separate vehicles.

A little over 81 per cent of the trucking concerns were primarily engaged in local operations, 11.2 per cent in intrastate and 7.6 per cent in interstate operations.

By far the larger number of

truckers in the East North Central States were small operators. More than three-fifths received less than \$2,000 per year and accounted for only 5.4 per cent of the total revenue. Operators receiving from \$2,000 to \$9,999 per year represented 25.6 per cent of the total, but received only 9.6 per cent of the income. Thus, 88.6 per cent of all concerns accounted for only 15 per cent of the total revenue.

There were 507 concerns in this region, or 3.6 per cent of those reporting, whose annual revenue amounted to \$50,000 or more. These operators received 68.9 per cent of the total revenue. These same concerns operated only 50.6 per cent of the total number of vehicles but accounted for 66.2 per cent of all paid employees and 75.4 per cent of the annual payroll.

There were 103 concerns that received \$250,000 or more per year. They represented less than three-fourths of 1 per cent of the total number but received 40.8 per cent of the total annual revenue, employed 37.4 per cent of all paid employees and paid 43.5 per cent of the total payroll.

The relative importance of a few trucking concerns is emphasized by the number receiving \$500,000 or more per year. There were 42 such concerns in the five East North Central States—less than one-third of 1 per cent of the total number—yet they accounted for 26.2 per cent of total revenue, paid out 27 per cent of total annual payroll and sustained 30.9 per cent of total "other expense" (not including depreciation).

ATA Convention Nov. 15-17 at Louisville

The 1937 annual convention of American Trucking Associations, Inc., will be held in Louisville, Ky., Nov. 15, 16 and 17. A truck show will be held in conjunction with the convention.

CONVENTION STORIES

THE March issue of DandW will contain summarized reports of the February conventions of the American Warehousemen's Association and the National Furniture Warehousemen's Association.

DODGE

1937 Truck and Commercial Line Features Greater Economy

IN announcing its 1937 truck and commercial car line, Dodge features greater economy and numerous mechanical improvements. The new line includes a $\frac{1}{2}$ -tonner, a $\frac{3}{4}$ -1 tonner which is an entirely new capacity model, and $1\frac{1}{2}$, 2, 3 and 4-ton sizes.

Mechanical advantages of the new line include such features as greater engine power, hydraulic brakes, fuel lines mounted on the outside of frame, improved ventilation of fuel pump to reduce possibilities of vapor lock, outside gasoline filler tube on cab models, longer rear springs and stronger safety steel cabs.

Special features on the $\frac{1}{2}$ and $\frac{3}{4}$ -1 ton models are: new and more powerful truck engines, truck transmissions, rubber—insulated engine mountings on front and rear, vacuum—spark advance and high compression cylinder heads. Telescopic shock absorbers of the airplane type are available as extra equipment. Outstanding on the $1\frac{1}{2}$ and 2-ton trucks is the improved chassis frames which have X-type of cross members at the rear of the frame and box-type cross members at the front.

The $\frac{3}{4}$ -1 ton truck is offered in the following standard body models: Flat faced cowl, cowl with windshield, panel, screen, canopy, cab and express. This new model was brought out for the purpose of permitting greater load capacity with approximately the same cost of operation as the smaller capacity units.

The $\frac{1}{2}$ -ton commercial car is built upon a strong truck type of frame and is offered in panel, screen, canopy, express, cowl with windshield, cab, flat faced cowl, Westchester suburban and commercial sedan.

The $1\frac{1}{2}$ and 2-ton models are offered in the following standard body models: Flat faced cowl, cowl with windshield, cab, stake and platform.

Descriptions and specifications of the new models follow:

The 1937 $\frac{3}{4}$ -1 ton truck has sold disk wheels and two wheelbases of 120 and 136 in. Its cab to rear axle dimensions of 41-11/16 and 57-11/16 in. permits the use of a 7-ft. express body on a 120-in. wheelbase and a 9-ft. express body on a 136-in. wheelbase. Other body types on the 136-in. wheelbase chassis are the panel, canopy and screen. Chassis with cowl or cowl and windshield, or with complete cab are available with both wheelbases. A 218.06 cu. in. engine with a 3 $\frac{3}{4}$ -in. bore by 4-1/16-in. stroke



New 2-Ton Dodge Tractor

is the power unit for this series. This engine develops 75 hp. It also has a four-point suspension that is rubber cushioned both front and rear. The crankshaft has a new oil seal in the front end. Other features of this engine are: Full-length waterjackets, exhaust valve seat inserts, by-pass thermostat and a water distributor tube.

Greater efficiency in carburetion and fuel feed is seen in this model with the addition of a heat shield for the fuel pump. The gas lines run on the outside of the frame, thus reducing the possibility of vapor lock. The gas tank filler tube is on the outside of the cab on all cab models.

The $\frac{3}{4}$ -1 ton series has a truck type of frame that is 6 $\frac{1}{4}$ -in. deep with substantial cross members to increase the torsional rigidity. The clutch has a self-lubricated ball bearing clutch release. The clutch on the $\frac{3}{4}$ -1 ton series is 10 in. in diameter.

Hydraulic brakes are 11 in. in diameter front, 13 in. rear and two in. wide with stepped bore wheel cylinders which effect equal wear between the front and rear brake shoes of each wheel.

The standard rear axle ratio is 4.3 to 1. Optional rear axle ratios are 3.9 to 1 and 4.78 to 1.

Gears of the three-speed truck transmission are helical, with the exception of the first and reverse speeds. Four stud power take-off opening is provided on right side of transmission.

The front springs are 36 in. long with 12 leaves. The rear springs are 52 in. long and have eleven leaves. The rear axle is semi-floating spiral bevel. The standard tire size is 7.00/16-6 ply front and 7.50/16-6 ply rear. Spare tire carrier is mounted under the frame at rear on 136 in. wheelbase. Other features of this model are: Solid disk wheels, airplane type of tele-

scopic double-acting shock absorbers (available at extra cost), gas tank filler tube on the outside of the cab, larger record box and parking brake with greater leverage.

The Commercial car has a 4,000-lb. gross rating and is built on a 116 in. wheelbase. Engine of this truck has a 218 cu. in. piston displacement, with vacuum spark advance and a high compression cylinder head of 6.5 ratio. The engine is cushioned from vibration by rubber at the front and rear supports. It has full-length waterjackets, exhaust valve seat inserts and by-pass thermostat. It develops 75 hp. at 3,000 r.p.m. The clutch is 10 in. in diameter and has a spring cushioned disc with moulded woven clutch facing, thus permitting easy engagement.

The three-speed transmission assembly is new and has been designed for commercial requirements. It has 3.3 low and 4.3 reverse ratios and a quiet second speed constant-mesh helical gear. The final drive ratio has been increased to 12.87 with standard rear axle. A four-bolt SAE standard power take-off is located on the right-hand side. The 6 in. diameter by 2 in. wide cast iron emergency brake drum is mounted at the rear of the transmission. The rear axle is the semi-floating type with hypoid gears.

The $1\frac{1}{2}$ -tonner is offered in wheelbase lengths of 126 $\frac{1}{4}$, 133, and 159 in. It is available in 9,500 and 11,500 gross rating capacities.

In the instance of the $1\frac{1}{2}$ -ton model with 9,500-lb. gross rating capacity, the engine has 3 $\frac{3}{4}$ by 41/16 in. bore and stroke, with 218.06 cu. in. piston displacement and 73 hp. This truck also has four-bearing crankshaft with increased main bearing area, water distributor tube, by-pass thermostat, full-length waterjackets, exhaust valve seat inserts, 10-in. clutch with self-lubricating ball

bearing clutch release, four-speed transmission, roller bearing propeller shaft, universal joints, X-type cross member added to steady the chassis, a special oil bath air cleaner is available as extra equipment, safety-steel cab, increased length in rear springs, seamless one-piece axle housing, larger valves, and other features.

The 1½-tonner with the 11,500 lb. gross rating capacity has a 228.12 cu. in. 78 hp. engine, a bore and stroke of 3¾ by 4¼ in. A two-speed rear axle is available at extra cost.

Front and rear cross members of the frame have been increased in strength, with the front end constructed in box type and the rear an X member.

The 2-tonner has a gross weight rating of 13,500 lbs. and is available in wheelbase lengths of 133, 148, 159 and 177 in. The engine used in this model has a 3-¾ in. bore and 4½ in. stroke and a piston displacement of 241.5 cubic inches. It develops 175 foot pounds torque and 85 hp. The rear springs on this truck have been increased 4 in. in length. The heavy-duty 11-in. clutch with torsional damper on

this model now has a self-lubricating ball bearing clutch release. A full-floating rear axle is offered. Available as extra equipment is a double reduction axle with a ratio of 7.35 to 1, also a two-speed axle with ratios of 5.142 to 1 and 7.15 to 1.

Booster-operated hydraulic brakes that are 16 in. in diameter and 2½ in. wide are featured as standard equipment on this model. These booster-actuated hydraulic brakes with stepped bore wheel cylinders provide ample braking power under all conditions. Front cross member of box type construction and rear spring rear member of the X type constitute the prominent features of the improved and stronger frame.

Other features of this model are: Two-bearing design waterpump, outside gas lines to reduce possibilities of vapor lock, fuel pump heat shield and chimney, outside gas tank filler tube, larger bearing areas on connecting rods, larger valves, three-point suspension of front sheet metal mountings, spring cushioned parking brakes with more leverage, larger axle shafts with 16 splines which lower the

stress, clamp type of front bumper mounting, newly designed instrument panel and instruments, larger record box, greater all around cab insulation which eliminates noise and heat, adjustable seat cushion and back, foot type of dimmer switch and an indicator light inside the cab to show when bright lights are on.

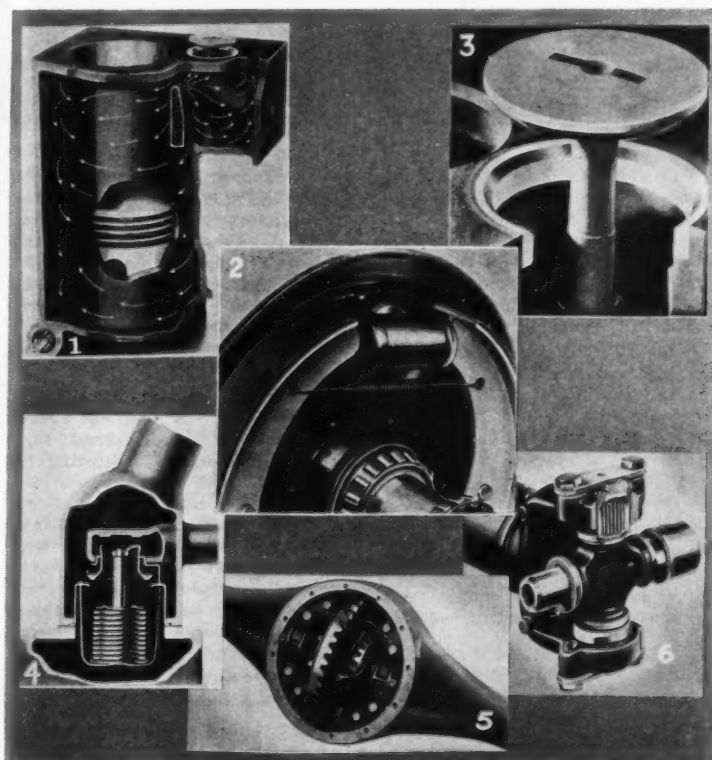
All the cabs of the entire 1937 line have been made more attractive in appearance, with a sweeping effect in the lines between the hood and roof of the cab. The instrument panel has been changed, so that now all of the instrument controls and windshield regulators are recessed so that a smooth surface results. The record box is larger. They are truly deluxe cabs at standard price. Door handles and remote control are curved inward. Elimination of noise and heat have been affected by the insulation in the doors and the toe board. Cabs have been made stronger by the increase of gauge of some of the metal and added steel bracing.

Dodge continues to offer 3 and 4-ton models in standard chassis and body models which include: Flat-faced cowl, cab and cowl with windshield. The heavy duty Dodge built airflow models also will be manufactured this year.

FEDERAL

FEDERAL MOTOR TRUCK CO., which recently announced a line of cab-over-engine models, has now restyled its truck models of conventional type. The engine and dash have been moved forward 4 in. and the radiator shell, which is ornamental with stainless steel moldings, is set at a rakish angle and fitted with a rounded grille. Instead of the filler cap, which is under the hood, there is a chromium-plated ornament on top of the radiator shell. Louvres are provided with three parallel stainless-steel moldings, into the center of which the nameplate is fitted. Fenders are of the deep-crown skirted type. Running boards are lower than formerly, have deep rounded edges, and are equipped with rubber mats. The bumper is of spring steel. Large chrome-plated hub caps are standard equipment. A chromium-plated bumper, bumper guards, head lamps and fender parking lights are available at extra cost.

Two new cabs are offered for these models. The standard cab has a one-piece sloping windshield, while the deluxe has a V-type sloping windshield with dual windshield wipers. Both have one-piece steel roofs which are lined with steel with insulating material between the two sections. Clutch and



Among the mechanical features of the 1937 Dodge truck are: 1—Full length waterjacket to give constantly circulated water the length of the cylinders, thus making for long life and fuel economy; 2—Hydraulic brake used on all four wheels; 3—Exhaust valve seat insert made of hard alloy to resist pitting and burning; 4—Water temperature control which is automatic; 5—Motor truck differential contained within a one-piece banjo type of axle housing; and 6—Heavy-duty type universal joint, requiring little lubrication

brake pedals are fitted with rubber pads covering the floor slots. The dash is sealed with $\frac{1}{2}$ -in. insulating material, and the under side of the seat also is completely sealed.

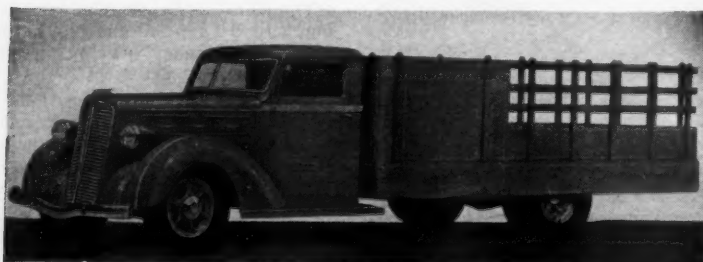
Both cabs are 5 in. wider and 3 in. longer than the previous design, measuring 50 $\frac{1}{2}$ in. in height, 29 in. in length and 60 in. in width. Other features include drop-skirt to the running board, a chromium-plated windshield frame, a felt-insulated rubber floor mat, and easy-operating window regulators. There is a large pocket under the right side of the instrument panel for delivery records. Seats are deeper and more comfortable.

There have been no changes in chassis features. Prices have been increased somewhat and now run as follows for standard-wheelbase chassis with standard equipment (at the factory): Model 15, 1 $\frac{1}{4}$ -2 $\frac{1}{2}$ -ton, with 6.00/20 six-ply front and 32 x 6 eight-ply single rear tires, \$695; model 18, 2-3-ton, with 6.50/20 six-ply single front and dual rear tires, \$925; model 20, 2-3 $\frac{1}{2}$ -ton, with 6.50/20 six-ply single front and dual rear tires, \$1,075; model 25, 2 $\frac{1}{4}$ -4-ton, with 7.00/20 eight-ply single front and dual rear tires, \$1,295; model 29, 3-4 $\frac{1}{2}$ -ton, with 7.50/20 eight-ply single front and dual rear tires, \$1,745.

STEWART

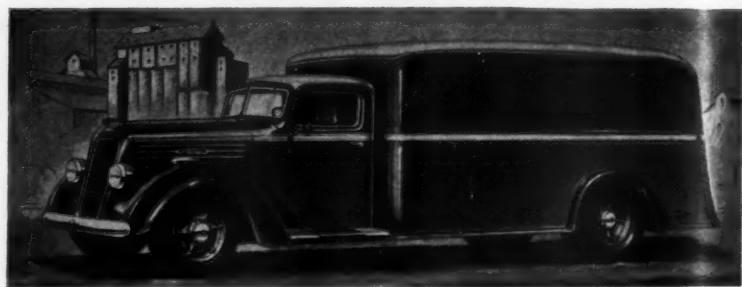
IN its new "A" series of trucks I just announced the Stewart Motor Corp. has combined beauty of line with utility. The models in the series are the 45A, 1 $\frac{1}{2}$ to 2-ton capacity; 50A, 2 $\frac{1}{2}$ to 3 $\frac{1}{2}$ -ton capacity; 47A, 2 to 3-ton capacity, and the 49A, 3 to 4-ton capacity. Two models are equipped with two-speed rear axles and they are known as the 45AS and the 50AS.

The 45A is powered with a 3 $\frac{3}{4}$ -in. by 4 $\frac{1}{4}$ -in. Waukesha engine having 222 cu. in. displacement. This engine develops 155 lb. ft. of torque and 65 hp. at 2800 r.p.m. The 50A has a 3 $\frac{3}{4}$ -in. by 4 $\frac{1}{4}$ -in. Waukesha engine of 263 cu. in. of piston displacement. The torque is 175 lb. ft. and the horsepower is 77 at 2800 r.p.m.



Stewart Model 45-A truck, 1 $\frac{1}{2}$ to 2-ton capacity

Smart restyling of the radiator and front end of Federal trucks. Below, a side view.



The 47A incorporates a 3 $\frac{1}{2}$ -in. by 4 $\frac{1}{4}$ -in. engine of the same make having 165 lb. ft. of torque and 70 hp. at 2800 r.p.m., while the 49A has a 3 $\frac{3}{4}$ -in. by 4 $\frac{1}{4}$ -in. engine of 282 cu. in. piston displacement giving 190 lb. ft. of torque and 83 hp. at 2800 r.p.m.

Size 6.00/20 tires with duals rear are standard on the 45A, and the 47A and 50A use 6.50/20 tires. The 49A has 7.00/20 tires. All have duals in the rear and all have hydraulic brakes.

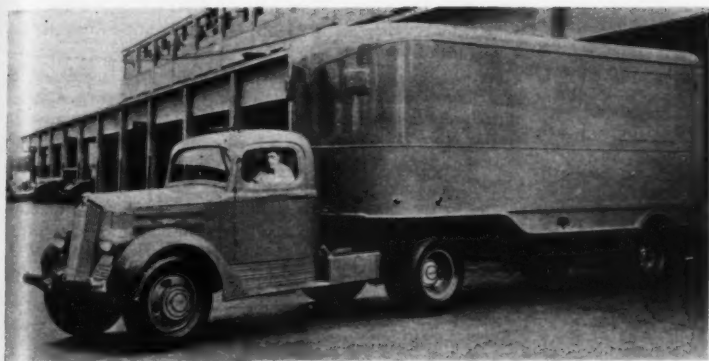
Good visibility is an added feature. Broad V-type windshields, narrow pillar posts and large door glasses give the driver a clear view. The cab, which is of the coupe type, provides ample room for three men to ride in comfort.

New fender lines and radiator grille add to the appearance, and the fenders are so curved that there is easy access to all engine parts. Front axles have been relocated for better load distribution, which with the perfected geometry of the whole steering mechanism makes for easier handling in city traffic.

There has been no sacrifice of accessibility or of practical advantages for the sake of extreme styling or good looks. Indicating instruments have been grouped in a convenient location. Special adjustable ventilators in cowl and doors keep the cab provided with a constant flow of fresh air. Small drivers' conveniences such as glove compartments and cigar lighters are in evidence.

WHITE

THE lowest-priced White truck ever to be placed on the market will be listed at \$985 and up, rated in the 1-1 $\frac{1}{2}$ -ton field, and will be turned out in two models—Model 700 and 700K tractor. Embodying well-balanced mechanical specifications, the new series will make available a group of optional features such as wheelbases, transmissions, rear axle ratios and tire



The new White Model 700K tractor, powered by a new 6-cylinder engine of 250 cu. in. displacement and selling for \$985 and up

sizes, to meet the requirements of specific operations.

The outstanding single feature of the new 700 series will be a new White six-cylinder engine of 250 cu. in. displacement, having light-weight deluxe pistons and an exclusive water cooling system for the valve seats.

The latter system provides a constant flow of cooling water against that portion of the cylinder block surrounding the exhaust valve seats, thus eliminating the threat of block warpage and valve pitting, while insuring long life at this point. The new motor is equipped with a heavy seven-bearing counter-weighted crankshaft mounted with a vibration dampener which, along with an improved four-point rubber engine mounting, makes possible the smooth, vibrationless action so essential to present-day engine operation. In the new engine, excessive wear on piston pins and bushings is prevented by rifle-drilled connecting rods which allow full-pressure lubrication to these vital points.

The engine is equipped with a vacuum-controlled distributor which permits proper spark advance for every load and speed condition. An inlet manifold of the down draft type further enhances fuel economy by means of a hot spot, automatically controlled, which maintains the mixture in the manifold in a vaporized state.

Evidence of the strength built into the new line is found in the frame, which is almost 8 in. in depth with a 3-in. flange. A new design rear axle, with a straddle mounted pinion and chrome-nickel alloy gears, is basically similar to the White full floating axles which have done heavy-duty service in larger capacity trucks.

Styled by Count Alexis de Sakhnoffsky, the new streamlined Model 700 will offer a choice of five different wheelbases, ranging from

136 in. to 196 in. The 700K tractor will be furnished in two wheelbases, 136 in. and 148 in. Safety features outstanding on the new jobs will be four-wheel hydraulic brakes having 270 sq. in. of lining area, an adequate motor of 70 hp. developing 165 lb. ft. torque, proper chassis weight to incorporate ruggedness of design, automatic air-ventilated cabs, thickly insulated floor boards permitting a clean, fume-proof cab the year around, and a twin lever steering gear which increases maneuverability and parking ease.

CHEVROLET

THE Chevrolet line of 1937 commercial cars and trucks, completely redesigned in chassis and bodies, has been announced. All models have a new six-cylinder, valve-in-head, high compression engine of increased horsepower, placed farther forward in the chassis to make room for larger bodies on the commercial cars and improved load distribution on the 1½-ton models.

The new engine develops 78 hp. at 3200 r.p.m., an increase of 6 hp. over the previous model. Torque is increased from 155 lb. ft. to 170 and is maintained at its maximum over a wider range of engine speeds, from 850 to 1550 r.p.m., corresponding to road

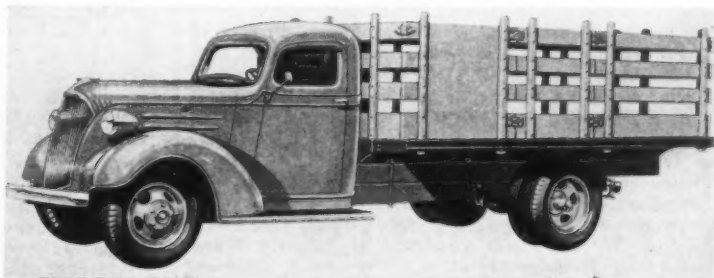
speeds of 2 m.p.h. in low gear to 27 m.p.h. in high with the Chevrolet four-speed transmission.

These operating advantages have been made possible through extensive redesign and improvement of the power plant. Piston displacement is increased to 216.5 cu. in. and the compression ratio raised to 6.25. Although larger, the new pistons are both lighter and stronger, being of dome-head, slipper-type skirt construction, with X-rib reinforcement. The crankshaft and camshaft have each four bearings.

The intake manifold has been redesigned to effect better heat control. The chromium bars of the radiator grille are spaced farther apart, thus admitting more air to the core. At the same time, the fan has been relocated to permit the blades to extend higher. A cooling system thermostat has been added to permit greater speed of warming in cold weather.

On both the commercial car and the 1½-ton truck models, the cab and the panel bodies are of all-steel construction, including seamless one-piece tops. Cabs and bodies have improved streamlining as well as some of the distinctive features found in the Chevrolet 1937 passenger models.

The wheelbase of the commercial car remains 112 in. but the forward position of the engine gives almost 12 in. more length to the load floor, while the increased rear tread makes possible an increase of 2½ in. in load width. The new models have stronger chassis frames of improved design. Springing has also been changed. The Chevrolet design of hydraulic brakes has been retained, but the piping layout improved by rearranging so as to prevent air pockets and bends. Fuel supply in the trucks is from an 18-gal. tank equipped with a special vent which exhausts fumes outside the cab and body. In the commercial body types, without cabs, a 16-gal. tank is mounted at the right side of the chassis between the second and third cross members.



The new 1937 Chevrolet 1½-ton stake model is available in either 131½ or 157-in. wheelbase

E. W. Ford Is Reelected by New York Port Group

THE Warehousemen's Association of the Port of New York held its annual meeting on Jan. 19 at the Downtown Athletic Club in Manhattan and reelected as its president Elwood W. Ford, a vice-president of Baker & Williams, Inc., Manhattan, and a member of the executive committee of the merchandise division of the American Warehousemen's Association.

The other officers chosen are vice-president, W. J. Northup, president of Lackawanna Terminal Warehouses, Inc., Jersey City; treasurer, W. E. Hageman, a vice-president of Terminal Warehouse Company, Manhattan; and secretary, Roy H. Becker, president of Shephard Warehouses, Inc., Manhattan.

The directors elected are the four officers and Charles Milbauer, manager South Eleventh Street Warehouse Corporation, Brooklyn; E. P. Simmons, Steamship Terminal Corporation, Brooklyn; and F. A. Sipp, president of State Warehouse Company, Inc., Manhattan.

Nichols Leaves Warehousing to Join TVA Engineering Staff

Word was received at the annual convention of the American Warehousemen's Association at Chicago early in February that Charles E. Nichols had resigned as president of Merchants Warehouse Company, Boston, and had joined the engineering staff of the Tennessee Valley Authority, with offices at 306 Union Building, Knoxville.

A member of the merchandise warehousing trade's former national Code Authority during the NRA era, Mr. Nichols was a member of the 1936 executive committee of the merchandise division of the American Warehousemen's Association and is a past president of the Massachusetts Warehousemen's Association. He was an engineer by profession before becoming identified with the storage industry.

A. L. Ford New President of the American Chain

WITH representatives attending from 45 of its 95 member companies, the American Chain of Warehouses held its annual meeting at the Hotel Drake in Chicago on Feb. 2 and elected officers as follows:

President, A. L. Ford, president of St. Louis Terminal Warehouse Co., St. Louis.

First vice-president, S. M. Haslett, president Haslett Warehouse Co., San Francisco.

Second vice-president, J. P. Johnson, secretary Terminal Refrigerating & Safe Deposit Co., Washington, D. C.

Secretary, J. W. Terreforte, New York City.

Treasurer, D. H. Van Name, president G. C. Linde Co., New York City. Mr. Van Name fills the unexpired term of Charles E. Nichols, resigned.

The board of directors chosen comprises the president, two vice-presidents and treasurer; and the retiring president, R. G. Culbertson, managing director of Cincinnati Terminal Warehouses, Inc., Cincinnati; Mrs. M. M. Bowen, manager of Tripp Warehouse Co., Indianapolis; A. M. Burroughs, of Weicker Transfer & Storage Co., Denver; H. M. Clark, president of Holman Transfer Co., Portland, Ore.; M. A. Compton, secretary of Compton Transfer & Storage Co., Boise; W. E. Fessenden, proprietor of California Warehouse Co., Los Angeles; Warren T. Justice, vice-president of Pennsylvania Warehousing & Safe Deposit Co., Philadelphia; W. W. Morse, president of Security Warehouse Co., Minneapolis; G. K. Weathered, associate manager of Dallas Transfer & Terminal Warehouse Co., Dallas; H. W. Wilson, manager of Lehigh & New

England Terminal Warehouse, Bethlehem, Pa., and R. B. Young, president of Savannah Bonded Warehouse & Transfer Co., Savannah.

Mr. Culbertson, president for the past two and a half years, declined the office for another term, explaining that his warehousing duties no longer permitted him to give the job the effort it should have.

A luncheon between business sessions was attended by 47, and an evening banquet by 76 members and guests. Mr. Culbertson exhibited several reels of motion pictures, some of them of the recent Cincinnati flood.

One of the business highlights was an informative talk by J. W. Howell, of Haslett Warehouse Co., San Francisco, on the labor situation there.

John Heads Kansas City Group

C. C. John, of Reeves Transfer Co., has been elected president of the Greater Kansas City Moving & Transfer Association.

Mulligan Again Heads New Jersey F. W. A.

THE New Jersey Furniture Warehousemen's Association held its annual meeting on Jan. 20 at the Newark Athletic Club in Newark and reelected as its president James E. Mulligan, secretary of Knickerbocker Storage Warehouse Company, Newark, and vice-president of the eastern division of the National Furniture



James E.
Mulligan

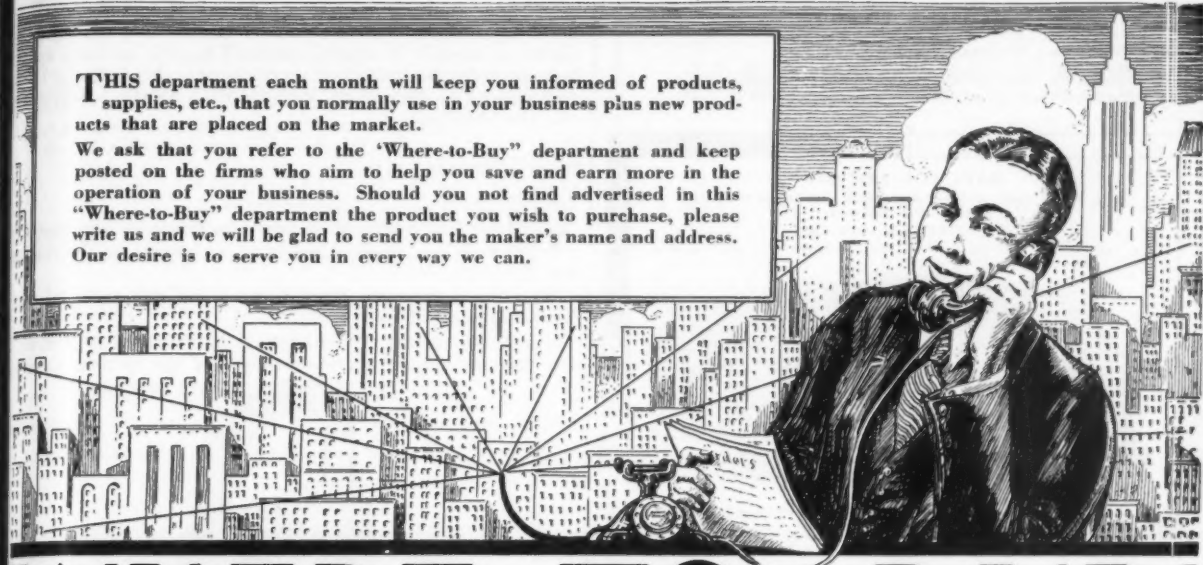
Warehousemen's Association. The other officers and directors chosen are:

First vice-president, Griswold B. Holman, secretary of Geo. B. Holman & Co., Inc., Rutherford; second vice-president, Nathan L. Goodman, secretary of Goodman Warehouse Corporation, Jersey City; third vice-president, Alfred W. Alesbury, secretary of Summit Express Company, Inc., Summit; secretary, Frank J. Summers, of Model Storage Warehouses, Inc., Newark; treasurer, Walter W. Hoffman, president of Walter W. Hoffman, Inc., Ridgewood.

Directors for three years each, Edward E. Leach, of Edward E. Leach, Inc., Montclair; and C. B. Way, manager of Weimar Storage Co., Inc., Elizabeth. Directors for one year each, John Hart, manager of Thomas J. Stewart Co., Jersey City; C. D. Sanderson, president of Meadowbrook Storage Warehouse Co., East Orange; and Frederick Petry, Jr., president of Petry Express & Storage Co., Trenton.

THIS department each month will keep you informed of products, supplies, etc., that you normally use in your business plus new products that are placed on the market.

We ask that you refer to the 'Where-to-Buy' department and keep posted on the firms who aim to help you save and earn more in the operation of your business. Should you not find advertised in this 'Where-to-Buy' department the product you wish to purchase, please write us and we will be glad to send you the maker's name and address. Our desire is to serve you in every way we can.



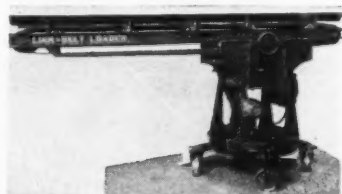
WHERE TO BUY

NEW PRODUCTS

Box Car Loader for Handling Bulk Materials

A NEW type of inexpensive box car loader for handling bulk materials without creating a lot of dust or degradation in the loading operation.

The anti-friction belt conveyor constituting the loading element of the machine, is supported on a horizontal boom which is arranged so that it can be racked back and forth, or rotated 90 deg., by hand, on the castor-mounted truck on which the



is mounted. The conveyor is operated at a comparatively slow speed, and has a discharge height of 5 ft.

It is stated that in handling pebble lime with one of these loaders at an eastern lime-preparing plant, the degradation to loading is practically eliminated, and that the amount of dust created has been reduced to a very desirable degree.

Being mounted on four large swiveling castors, it is possible for three men to move the machine into and out of cars. When it is in place, the services of but one man are required.

Made by Link-Belt Co., Chicago. Distribution and Warehouse-

Waterproof Shipping Papers for Packing

NEW glazed paper for packing refrigerators, furniture, etc. As a reliable protective covering for merchandise while in transit or in the warehouse, tests prove that this paper meets

WHERE TO BUY

BLOTTERS (Advertising)

Reply-O-Blotters, 225 Varick St., New York City.

Helping DISTRIBUTION Keep Step with Production!



● Many business men believe that merchandise, because it is on shelves or in warehouses of jobbers, distributors, or dealers is **SOLD!** But—the modern business man knows that until the ultimate consumer buys, his merchandise regardless of distribution, is **NOT SOLD!**

● The **REPLY-O-BLOTTER** is an ideal "Prospect-Selector," designed to produce replies. Used as a sales help, it will hammer home your story day after day, week after week—and when the psychological moment arrives, the cleverly **BUILT-IN REPLY CARD**, requiring no signature and no postage, will be returned as an inquiry or an order.

● Decide now to make a test. Put a few thousand **REPLY-O-BLOTTERS** on the desks of a few thousand prospects and then watch distribution keep step with production!

For Free Samples Write Direct to

REPLY-O-BLOTTERS

BUY THEM FROM YOUR PRINTER

225 VARICK STREET

NEW YORK, N. Y.

tries of your State. Now that we know this bottom line is being read, we are continuing

BODIES (Van)

Gerstenslager Co.; Wooster, Ohio.

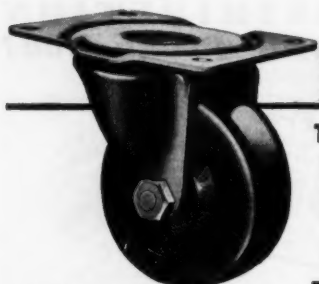
Herman Body Co., 4420 Clayton Ave., St. Louis, Mo.
(See advertisement elsewhere in this issue.)**BRINE**

Solvay Sales Corp., 40 Rector St., New York, N. Y.

CASTERS (Truck)

Bassick Co.; 38 Austin St., Bridgeport, Conn.

Fairbanks Co., 398 Lafayette St., New York, N. Y.

Hamilton Caster & Mfg. Co., Dept. D, Hamilton, Ohio.
(See advertisement elsewhere in this issue.)No. 3616 or 3619 steel ball bearing swivel with Atlasite or Baco composition wheels.
THE IDEAL DOLLIE CASTERS**Bassick
TRUCK CASTERS**

Over 456 sizes and types, from 2" to 10" diameter wheels—for every class of service.

**THE BASSICK
COMPANY**
Bridgeport Connecticut**CORDAGE**J. E. Fricke Co., 40 North Front St., Philadelphia, Pa. (Flat)
(See advertisement elsewhere in this issue.)Powers & Co., 26th & Reed Sts., Philadelphia, Pa. (Flat)
(See advertisement elsewhere in this issue.)**COVERS (Piano)**Canvas Specialty Co., Inc.; 90 Grand St., New York, N. Y.
(See advertisement elsewhere in this issue.)Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.
(See advertisement elsewhere in this issue.)New Haven Quilt & Pad Co.; 80-86 Franklin St., New Haven, Conn.
(See advertisement elsewhere in this issue.)Powers & Co.; 26th & Reed Sts., Philadelphia, Pa.
(See advertisement elsewhere in this issue.)Self-Lifting Piano Truck Co.; Findlay, Ohio.
(See advertisement elsewhere in this issue.)

the experiment by telling you here, some of the comments we have already received. One

most rigid requirements. It is waterproof, dustproof, tarnish-proof and nonabrasive; is tasteless, odorless and will not swell, shrink or smear. It may be obtained in rolls or made up into bags according to individual specifications. Made by the Crownwell Paper Co., 4801-29 So. Whipple St., Chicago. *Distribution and Warehousing.*

**New Sesamee
Padlock Line**

A LINE of new Sesamee (no keys—no dials—no combinations) padlocks has just been placed on the market by The Sesamee Co., Hartford, Conn.

The line is complete, there being a size and style for every known application.

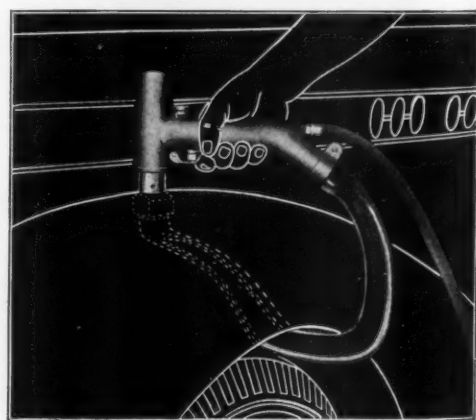
Unlike the former styles there are four instead of three number wheels allowing a greater choice of the opening numbers.



After the wheels are turned to the correct numbers on these latest models you merely push up on the hardened steel shackles and the lock springs open, no flaps to twist off or turn. Instead of the wheels being on the face of the lock they are now on the bottom side, free from rain and the elements. *Distribution and Warehousing.*

**New Weaver Fender Hammer
Uses Less Air—Hits Harder**

A NEW Weaver fender hammer weighing only 14 lbs. is announced. It is pneumatically operated, requires less air pressure and uses a smaller volume of air during operation. It may be used with any standard air compressor delivering 75 lbs. or more pressure.



There are only two moving parts in the hammer mechanism, the striker moving inside a floating piston or guide. Control of speed and power of strokes is achieved by means of an air valve; the hammer starts at pressure of a trigger, stops instantly when pressure is released. When operating at full speed the hammer delivers 4,000 blows per minute.

The De Luxe hammer is easier to put on and take off, and

(Continued on page 37)

COVERS (Truck) (Tarpaulins)

Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.
(See advertisement elsewhere in this issue.)
Powers & Co.; 26th & Reed Sts., Philadelphia, Pa.
(See advertisement elsewhere in this issue.)

DOLLIES

International Engineering, Inc., 1145 Bolander Ave., Dayton, Ohio
(See advertisement elsewhere in this issue.)

EXTINGUISHERS (Fire)

Libbey Sales Corp., 40 Rector St., New York, N. Y.

FANS (Industrial Ventilation)

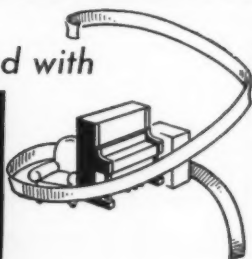
International Engineering, Inc., 1145 Bolander Ave., Dayton, Ohio.
(See advertisement elsewhere in this issue.)

FURNITURE TIE

J. E. Fricke Co., 40 North Front St., Philadelphia, Pa.

You must be satisfied with

**BULL DOG
BLUE
STREAK
FLAT CORDAGE**



It's
Guaranteed

to be the **BEST FURNITURE TIE**
you ever used . . . or return it for
full credit.

Bull Dog BLUE STREAK is Strong—over 1000 lbs.
Tensile Strength: Soft—cannot scratch, burn or
stretch: Flexible—ties and unties easily: Econom-
ical—wears indefinitely. Pays for itself many
times over by lessening damage.

Stays Flat—Cannot Curl—2 inches wide.
Insist on the best . . . it costs you less—Specify
Guaranteed Bull Dog BLUE STREAK Flat Cordage.

THE J. E. FRICKE CO.
40 North Front Street, Philadelphia, Pa.
Mills: Hulmeville, Pa.

Send for Free Samples and Low Prices

HOISTS (Chain and Electric)

Hoist & Towne Mfg. Co., Philadelphia, Pa.

INSECTICIDES

The Bagnall Co., Sta. A, Kansas City, Mo.

Barrett Co., 40 Rector St., New York, N. Y.

Liquid Carbonic Corp., 3165 So. Kedzie Ave., Chicago, Ill.

Merchants Chemical Co., 60 E. 42nd St., New York, N. Y.

White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.
(See advertisement elsewhere in this issue.)

CALICO SEED

Kills All Mice

CALICO SEED is a remarkable new mouse
killer that exterminates mice quickly, cheaply,
efficiently . . . It utilizes a new chemical
process . . . Lures mice and kills quickly.

No objectionable after odors . . . Ready for
immediate use . . . No mixing required . . .
Guaranteed to kill all mice in 3 to 4 days.

CALICO SEED is used by warehousemen
from coast to coast. Names of users on
request.

Industrial Size. 8 ounce four spout can, per
dozen, \$6.00. One can \$1.00. Express paid.

Satisfaction guaranteed or money refunded

THE BAGNALL COMPANY

STATION A

KANSAS CITY, MO.



POSITIVE METHOD OF INSECT CONTROL!



No insect, its eggs, larvae or pupae can
survive fumigation with Proxate. Penetrates por-
ous coverings . . . no odor, taint or residue. Not
dangerous to humans . . . non-flammable . . . non-
explosive. Easy to use. Write for Proxate Booklet
THE LIQUID CARBONIC CORPORATION
3165 South Kedzie Avenue, Chicago, Illinois

PROXATE

NAPHTHALENE FLAKES

Barrett Co., 40 Rector St., New York, N. Y.

White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.
(See advertisement elsewhere in this issue.)

PADS (Canvas Loading)

Canvas Specialty Co., Inc.; 90 Grand St., New York, N. Y.
(See advertisement elsewhere in this issue.)

Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.
(See advertisement elsewhere in this issue.)

Louisville Bedding Co.; Preston & Market Sts., Louisville, Ky.
(See advertisement elsewhere in this issue.)

New Haven Quilt & Pad Co.; 80-86 Franklin St., New Haven,
Conn.
(See advertisement elsewhere in this issue.)

Powers & Co., 26th & Reed Sts., Philadelphia, Pa.
(See advertisement elsewhere in this issue.)

One subscriber asked what kind of watch we used to time the article. We confess that when we

IRON HORSE



Reg. U. S. Pat. Off.

FURNITURE PADS

Always improving values through nineteen years of honest service.

Cut sizes 36 x 72, 54 x 72, 72 x 72, 80 x 72.

Write for prices and samples.

Van Linings
Grand Covers Tietape

CANVAS SPECIALTY CO., Inc. 90 Grand St., N. Y. C



Fulco



gilt edge

FURNITURE PADS

and TARPULINS

The best buy in Furniture Pads on the market today! FULCO is the quality pad with our special non-lump filler and reinforced Fulco Gilt Edge webbing ends. You will find FULCO PADS a real economy for both truck and warehouse use—give better protection—last longer. Write today for 1937 prices on FULCO PADS, FULTEX and SHUREDREY TARPULINS (standard weather protection equipment for open trucks), REFRIGERATOR COVERS, RADIO COVERS, WIPING CLOTHS, BURLAP, and WRAPPING TWINE.

Fulton Bag & Cotton Mills

Manufacturers Since 1870

ATLANTA ST. LOUIS DALLAS
MINNEAPOLIS BROOKLYN NEW ORLEANS KANSAS CITY, KAN.

Use PIONEER Van Pads and Be Safe

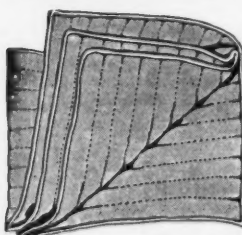


No need taking chances when you can assure the safe, sure delivery of every load by using PIONEER Van Pads.

Made of new cotton and jute. Covered with heavy drill and zigzag stitched to prevent slipping and bunching. Made in various sizes to fit vans and all pieces of furniture. Assorted sizes for all moving purposes. Write for list of types and prices.

Louisville Bedding Co., Inc.

Preston and Market Streets
LOUISVILLE, KENTUCKY



Tarpaulins
Truck Covers
Awnings

POWCO FURNITURE PADS

CUT SIZE

72 x 36"
72 x 54"
72 x 72"
72 x 80"

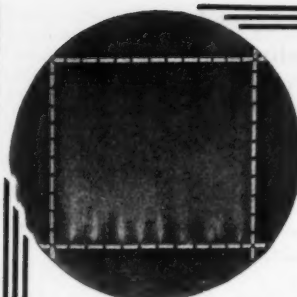
Quality pads, extra heavy cover, bound on all four sides, which means twice the service; lock-stitched, not chain stitched, prevents raveling.

Filler laid one way, stitched the opposite, prevents "thinning out" or "lumping."

Made with cotton filler gives extra thickness and permanent body.

Furniture Tape, 1 1/2" wide, Rolls of 27 yards.

POWERS & CO. REED ST. 25TH TO 26TH PHILADELPHIA



**Extra
Feature!
Cross
Stitched**

DREADNAUGHT PADS

THE only "extra-featured" pad on the market today. Dreadnaught Furniture Pads are sewn with hundreds of 3" squares. These squares prevent tears and give double quilting. Dreadnaught Pads are "extra-featured" but not extra priced.

Cross-Stitched Pad Prices

36 x 72 in. cut size @	\$13.50
54 x 72 " " " "	\$19.75
72 x 72 " " " "	\$24.00
72 x 80 " " " "	\$25.00

New Haven Quilt & Pad Co.

82-86 Franklin St.

New Haven, Conn.

PADS (Kersey)

Canvas Specialty Co., Inc., 90 Grand St., New York, N. Y.

Fulton Bag & Cotton Mills, Box 1726, Atlanta, Ga.

Louisville Bedding Co., Preston & Market Sts., Louisville, Ky.

New Haven Quilt & Pad Co., 80-86 Franklin St., New Haven, Conn.

Powers & Co., 28th and Reed Sts., Philadelphia, Pa.

PAPER (Moth Proofing)

White Tar Co., Dept. W., Belleville Turnpike, Kearny, N. J.
(See advertisement elsewhere in this issue.)

PAPER (Tar)

White Tar Co., Dept. W., Belleville Turnpike, Kearny, N. J.
(See advertisement elsewhere in this issue.)

PIANO DERRICKS AND TRUCKS

Fairbanks Co., 398 Lafayette St., New York, N. Y.

Self-Lifting Piano Truck Co., Findlay, Ohio.

(See advertisement elsewhere in this issue.)

PLATFORMS (Lift Truck)

Standard Pressed Steel Co., Box 560, Jenkintown, Pa.
(See advertisement elsewhere in this issue.)

TIRES (Industrial Truck)

General Tire & Rubber Co., E. Market St., Akron, Ohio.
(See advertisement elsewhere in this issue.)

Goodyear Tire & Rubber Co., 7144 E. Market St., Akron, Ohio.

timed it we were reading from the original copy and didn't have any pages to turn. In the

New Products

(Continued from page 34)

may frequently be used on fenders without removing wheel or tire. It can be operated with one hand, and comes with two arms that will give easy access to any part of the car, including work over deep-skirted fenders. A special arm is also available for working on turret tops.

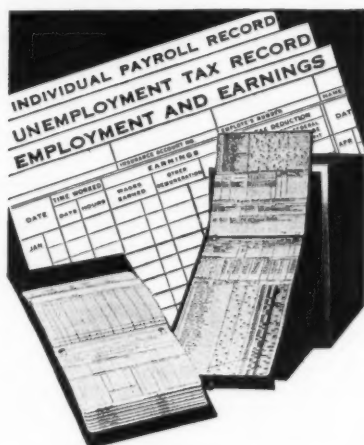
The hammer, it is claimed, will save hours of hand hammering as well as much of the buffing or filing. Users report savings as high as \$5.00 an hour. Four dies are included with the hammer, which fit all flat and curved surfaces including heads and mouldings. List price in East, \$75; on Pacific Coast, \$78. Made by Weaver Manufacturing Co., Springfield, Ill.—Distribution and Warehousing.

Social Security Record-Keeping Simplified by New Forms

UNDER the Social Security Law, every employer, even if he has but a single employee, is required to set up and keep many new records. These records must be open for government inspection at all times; they must conform to definite patterns established, and be so compiled that they are easily understood by both government officials and the employer's personnel.

Left to his own resources, the man in charge of this work must necessarily devote considerable time to the study and interpretation of the law.

But, as generally occurs when a new problem confronts the



great mass of employers, some enterprising organization develops a short-cut in methods to obtain the desired result.

In this instance, the problem has been solved by the Acme Card System Co., 8 South Michigan Ave., Chicago, Ill.

This company has designed many Social Security record forms which are based on an analytical study of the law, conferences with government officials and employees, the requirements of many companies which have already set up their record systems; and a wide experience based upon the development of over 200,000 visible record forms, to meet the requirements of over 80,000 different businesses.

The Acme company has developed visible record equipment for the smallest as well as the largest organizations.

For the records of an employer having not more than 14 on the payroll, there is a visible-record book; for from thirty to fifty employees, a larger sized binder of the same kind is available; for employers of 300 or more employees, tray cabinets of required capacity are available.

The most important of the forms is the individual payroll record, which every business must keep no matter how small or how large. Among the other forms developed for Social Security Records are the annual payroll summary, the per-

future the time element won't matter if the material published here is sufficiently interesting.

Sure!

MOTH PROTECTION

No matter what your storage problem may be—you can be *sure* of moth protection when you use

WHITE TAR NAPHTHALENE BALLS or FLAKES

Write for Prices Today



THE WHITE TAR COMPANY
OF NEW JERSEY, INC.

(A Subsidiary of the Koppers Co.)

Belleville Turnpike

Kearny, N. J.

Have You Noticed



how many are now buying the BUCKEYE SILL PIANO TRUCK? Balances and turns without lifting. Handles uprights, grands and baby grands safely, without damaging floors. \$39. Write today for free circulars.

Also manufacturing X75 and Balance Refrigerator Trucks.

SELF-LIFTING PIANO TRUCK CO.

Findlay, Ohio

Manufacturers of Trucks Since 1901

HAMILTON STEEL TRUCKS



are built with special patented round corners, the wheels fitted with roller bearings and with Alemite Lubrication. Lasting quality materials used throughout. Loading capacities from 1600 to 3200 pounds.

Let us quote our prices.

The HAMILTON CASTER & MFG. CO.
Dept. D. HAMILTON, OHIO



**EVERY
TYPE
EVERY
SIZE**

For
Prompt
Delivery

"HALLOWELL" STEEL TRUCKS

All types, all sizes—for all jobs! And the tougher the job, the more severe the punishment—the sooner you'll see how "Hallowell" Trucks cost you far less, in the long run. Heavy loads that bring out the weak spots in other trucks . . . the battering that reduces them to splintery, shaky wrecks . . . are easily borne by "Hallowells." Thanks to sturdy, steel plate tops and heavy welded construction.

For a truck that will give you years of service, with practically no repairs—choose a "Hallowell."

Bulletins 480 and 487 give you the details.

STANDARD PRESSED STEEL CO.

BRANCHES

BOSTON
DETROIT
INDIANAPOLIS

JENKINTOWN, PENNA.

BOX 560

BRANCHES

CHICAGO
ST. LOUIS
SAN FRANCISCO



TIRES (Motor Truck)

General Tire & Rubber Co., E. Market St., Akron, Ohio.
(See advertisement elsewhere in this issue.)

Goodyear Tire & Rubber Co., 7144 E. Market St., Akron, Ohio.

TRAILERS (Motor Truck)

Fruehauf Trailer Co., 10936 Harper Ave., Detroit, Mich.
(See advertisement elsewhere in this issue.)

General Motors Truck Co., Pontiac, Mich.
(See advertisement elsewhere in this issue.)

Herman Body Co., 4420 Clayton Ave., St. Louis, Mo.
(See advertisement elsewhere in this issue.)

TRUCK BODIES (Refrigerated)

Fruehauf Trailer Co., 10940 Harper Ave., Detroit, Mich.
(See advertisement elsewhere in this issue.)

International Harvester Co. of Am., 606 S. Michigan Ave., Chicago, Ill.

Liquid Carbonic Corp., 3165 S. Kedzie Ave., Chicago, Ill. (Carbon Dioxide)
(See advertisement elsewhere in this issue.)

TRUCKS (Hand)

Fairbanks Co., 398 Lafayette St., New York, N. Y.
(Lift, platform and stavedore)

Hamilton Caster & Mfg. Co., Dept. D, Hamilton, Ohio.
(See advertisement elsewhere in this issue.)

International Engineering, Inc., 1145 Bolander Ave., Dayton, Ohio.
(See advertisement elsewhere in this issue.)

Self-Lifting Piano Truck Co., Findlay, Ohio. (Special piano)
(See advertisement elsewhere in this issue.)

Standard Pressed Steel Co., Box 560, Jenkintown, Pa. (Platform)
Yale & Towne Mfg. Co., Philadelphia, Pa. (Lift)

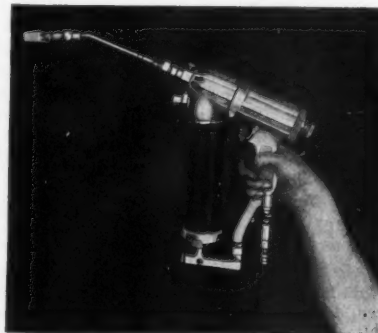
sonnel form, the unemployment tax record and the employee's contribution record.

The forms mentioned herein enable an employer to set up his record immediately without any further investigation, analysis, or puzzling over the many requirements covered in the legal phraseology of the law.—*Distribution and Warehousing.*

New Alemite Magazine Gun for Powerized Lubrication

A NEW magazine gun has been developed by the Alemite division of Stewart-Warner Corp. to bring modern automotive lubrication up to the highest level of fast, convenient and positive powerized application.

Just one air motor head and five or more lubricant magazines



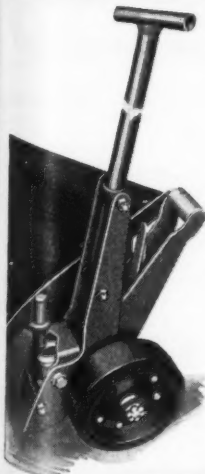
form a complete power-operated gun set to efficiently handle all the specialized lubrication needs of any service department. Magazines can be interchanged quickly and easily without loss of lubricant or air, and without danger of contaminating the lubricant. They are available with low or high pressure piston,

One distributor told us that as he read these bottom lines in the Directory his attention was

*Cuts
Operating
Costs*



INEXPENSIVE SYSTEM SAVES STORAGE SPACE



● More and more truckers are discovering the economies of the Colson Lift Jack System. Inexpensive to install, easy to operate, it does not depend upon additional expensive hauling equipment to produce time and money saving results. It consists of two simple units:

1. A platform with wheels on one end and legs on the other.
2. A wheeled jack that quickly converts the platform into a sturdy, easy-to-roll truck.

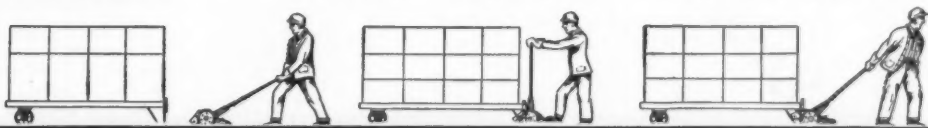
It will pay dividends to have the Colson representative study your material handling requirements and show you how you, too, can cut your operating costs with this up-to-date, inexpensive, material handling system. Write for explanatory booklet.

THE COLSON CORPORATION, 3701 Cedar Street, Elyria, Ohio

COLSON LIFT JACK SYSTEM

*Speeds
Handling*

Easily rolled in or out of motor trucks. Saves time and space at the receiving dock.



barroom or uncolored cylinders; and each is a complete unit, detached in its entirety from the motor. The air valve is simple and foolproof, employing the flat slide principle which makes all Allenite air-operated equipment so easy and economical to service.

There are other features, such as a loader valve for quick filling of the magazine, lubricant markers that snap into the magazine handle to give ready identification, finger touch throttle to control the motor speed, convenient hanger, and pressure release valve to eliminate air pockets.

The air motor weighs just 2 lbs. 10 oz.; the magazine, 4 lbs. 10 oz., with a capacity of 1 lb. At 150 lbs. air pressure the lubricant delivery of the high pressure magazine is approximately 5 oz. per minute; about 10 oz. for the low pressure magazine. The power developed, in ratio to the air pressure used, is 10 to 1 in the case of the high pressure magazine, 20 to 1 for the low pressure. *Distribution and Warehousing.*

Plier for Removing Lock Ring Washers

KNOWN as No. B21, this plier is designed especially to spread the snap lock ring and horseshoe type of brake key when removing from brakes, transmissions, differentials, pedal, clutch and fan pulley shaft assemblies.



It is drop-forged of chrome-alloy steel, chrome plated, and polished. Measures 8 in. overall. The outside of the jaws are beveled to prevent any possibility of slipping when removing washers. It is designed to spread any lock ring washer up to 1 1/2 in. in diameter. Maker, Bonney Forge & Tool Works, Allentown, Pa. *Distribution and Warehousing.*

TRUCKS (Jack)

The Colson Corp., Elyria, Ohio.

TRUCKS (Refrigerator)

International Engineering, Inc., 1145 Bolander Ave., Dayton, Ohio.

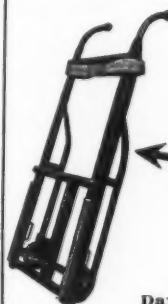
Self-Lifting Piano Truck Co., Findlay, Ohio.
(See advertisement elsewhere in this issue.)

TRUCKS Refrigerator—Platform and Trailer

Deliver your Refrigerators
on Rubber

Type x—\$20.00
Type y— 21.50

Ask for
Catalogue



International Engineering Inc.
Dayton, Ohio 15 Park Row, N. Y.

VAULTS (Fumigation)

Merchants Chemical Co., 60 E. 42nd St., New York, N. Y.

VAULTS (Fur Storage)

Merchants Chemical Co., 60 E. 42nd St., New York, N. Y.

WHEELS (Industrial Truck)

Fairbanks Co., 398 Lafayette St., New York, N. Y.

International Engineering, Inc., 1145 Bolander Ave., Dayton, Ohio.

arrested by a competitor's product named in one of our fillers. That filler told of his com-

Don't take our word for it—

For several months you have been reading our recommendations to Distributors.

Now you can read what a few of them have to say for themselves.

One of their statements is too hot to publish right now—we've put it in cold storage for future use.

Read the bottom lines of this issue, starting at the beginning.

Then send in your own suggestions for publication next month.

Thank you,

D and W

petitor's use of cold storage warehouses and although his own product requires a cool tem-

BIRMINGHAM, ALA.

1880 — 1937

HARRIS

Over 55 Years of Service

Transfer & Warehouse Co.

8 South 13th St., Birmingham

— FIREPROOF WAREHOUSES —

Merchandise and Household Goods

- STORAGE
- DISTRIBUTION
- CARTAGE
- FORWARDING

Pool Cars Handled

BIRMINGHAM, ALA.

STRICKLAND

Transfer & Warehouse Co.

1700-1702 2nd Ave. So.

General Merchandise Storage and Distribution
Pool Car Service a Specialty—Motor Truck Service
Centrally Located—Free Switching from All R.Rs.

BIRMINGHAM, ALA.

MEMBER

WITTICHEN

BONDED

Transfer & Warehouse Co.
Fireproof Warehouse
Household Goods and Merchandise
Agents: Aero Mayflower Transit Company
Member of Allied Distribution, Inc.



MOBILE, ALA.

R. P. POPE, Proprietor

COMMERCIAL TRANSFER

and STORAGE CO.

A complete merchandise transfer and pool car service
Storage space for rent, correspondence invited

MOBILE, ALA.

Merchants Transfer Company

HEAVY HAULING—STORAGE

Pool Cars and General Merchandise—Bonded
Authorized Transfer Agents

A.T.&N., G.M.&N., L.&N., M.&O. &
Southern Railroads, Clyde Mallory S/S Co.



MONTGOMERY, ALA.

Alabama Transfer & Warehouse Co.

Cor. N. Perry & Pollard Sts.

BONDED — FIREPROOF —
WAREHOUSE
STORAGE & DISTRIBUTION

Members N.F.W.A. — A.W.A. — S.W.A. —
A.C.W. — A.V.L.

MONTGOMERY, ALA.

MOELLER TRANSFER & STORAGE CO.

210-220 COOSA STREET

Merchandise and Household Goods
Low Insurance Rate Bonded Trucking Service
Pool Car Distribution

Members: A.W.A., N.F.W.A., S.W.A.

PHOENIX, ARIZONA

The Lightning Moving & Storage Co.

TRANSFER

AND

STORAGE

Storage capacity 68,000 sq. ft. General receiving and
forwarding agents. Pool car distribution our specialty.

TUCSON, ARIZONA

Tucson Warehouse & Transfer Co.

POOL CAR DISTRIBUTORS

FIREPROOF STORAGE

110 East Sixth Street

Tucson, Arizona

FORT SMITH, ARK.

W. J. ECHOLS, President MONT S. ECHOLS, Vice-President J. MONTAGUE WILLIAMS, Sec'y-Treas.-Manager

ARKANSAS WAREHOUSE COMPANY

General Merchandise Storage. Forwarding.
Pool Car Distribution.
55,000 Square Feet Floor Space.
Modern Fire Proof Building. Sprinkler Equipped.
Lowest Insurance Rate.
On St. Louis, San Francisco Railroad Reciprocal Switching.



LITTLE ROCK, ARK.

Commercial Warehouse Co.

801-7 East Markham Street

A Complete Branch House Service
Fireproof Sprinklered - - Low Insurance
Private Railroad Siding - - Quick Service




LITTLE ROCK, ARK.

Arkansas' Largest Warehouse
Merchandise—Household Storage



• Absolutely Fireproof
• Low Insurance Rates
• Pool Car Distribution
• Compartments for household Goods

TERMINAL WAREHOUSE CO.

LITTLE ROCK ARKANSAS

Member American Warehousemen's Association
American Chain of Warehousemen.
Agent for Allied Van Lines, Inc.



ATTENTION
WAREHOUSEMEN

YOUR PROSPECTS
READ D AND W
EVERY MONTH
YOU CAN'T DEPEND ON THE
DIRECTORY ALONE

perature, he had never thought of a cold storage warehouse in connection with its distribution.

LONG BEACH, CAL.

STORAGE-TRUCKING
DISTRIBUTION
FREIGHT-MACHINERY
TRUCK CRANES
RIGGING



LOS ANGELES, CAL.

Nine
Metropolitan
Locations

OPERATING WAREHOUSES
IN PRINCIPAL CITIES OF CALIFORNIA
BEKINS
VAN & STORAGE CO.
1335 S. Figueroa St.
HERB HOLT, Mgr.

LOS ANGELES, CAL.

EFFICIENT WAREHOUSING
and DISTRIBUTION
CALIFORNIA WAREHOUSE CO.
837 TRACTION AVE.



Sprinklered Concrete
Building
Central Location
Spur Tracks
Low
Insurance
Cartage
Service
Merchandise
Exclusively

Specialist in Food Distribution

LOS ANGELES, CAL.

AN "ASSOCIATED WAREHOUSE"
DAVIES WAREHOUSE COMPANY
GENERAL OFFICES: 164 SOUTH CENTRAL AVE.

First merchandise warehouse in Los Angeles—and STILL
the FIRST . . . Established 1893 . . . MORE THAN
ORDINARY SERVICE . . . We invite inquiries relative to
your warehouse problems.

MEMBERS: A.W.A. SINCE 1898 . . . C.W.A. . . . L.A.W.A.

LOS ANGELES, CAL.



Fireproof Warehouse in the Heart of the
Residence District. Distribution Consoli-
dated Cars of House-
hold Goods Solicited.
We Reelocate
1836 Arapahoe St.—Near Washington Blvd.
Beverly Hills—Westwood—Wilshire District—Hollywood

LOS ANGELES, CAL.

316 Commercial Street
Los Angeles Warehouse Company
Household Goods and Merchandise
Consign your shipments for Hollywood, Beverly
Hills, and Los Angeles direct to us. We will insure
you satisfied customers. A complete service.

LOS ANGELES, CAL.



Distribution of Scott Products

(Continued from page 9)

promptly was purchased the plant at Chester in which two paper machines were installed. By 1915, sales had passed the million dollar mark for the first time in any one year. During the war the company produced cellulose gauze and paper bandages for use by the fighting forces. Today six massive machines at the Scott plant turn out 60,000 miles of paper daily, a production sufficient to form a ribbon of toilet tissue, if placed end to end, long enough to reach more than twice around the world. In 1935 production reached 180,000,000 rolls, equalling one-third of all the toilet tissue purchased during that year throughout the country.

Not only are Scott Tissue products distributed throughout the United States, but also in fifty-two foreign countries. They are said to be the best-selling products of their kind in the world. Because of the proximity of the port of Philadelphia to the plant at Chester, practically all foreign shipments are made through this port. Some cargoes destined to foreign lands, however, are routed through New York, Baltimore, San Francisco, Seattle and Los Angeles. Shipments are all made direct from the plant to port of embarkation, except in case of Pacific Coast ports, where shipments for the Far East are made from warehouse stocks.

"In recent years," explains Mr. J. J. Inch, traffic manager of Scott Paper Company, "the public warehouse has become a more and more important factor in the process of transmitting merchandise from the manufacturer to the consumer—a process which might well be termed the 'Line of Distribution.'" Mr. Inch, who has been in the traffic department of the company for twenty-seven years, believes that adjustments will eventually be worked out to fit the different uses made by clients of warehouses which will result in greater satisfaction to all. In this connection he says: "In this fast-moving 'Line of Distribution,' with a general policy of mass production, mass distribution and low prices per unit, warehousemen will find that transportation lines (rail, steamer and truck) are keeping in step with this policy through their classification of commodities and commodity rates. Constant adjustment of rates is being made to make commodities move in volume."

Scott Paper Company has been using public warehouse facilities in the distribution of its products for a quarter of a century, making the selection after a sufficient sales volume had been secured in a particular territory. An average of approximately three week's supply seems to be about the most satisfactory quantity to be maintained at the different warehouse points, carload shipments for this purpose being made direct from the plant.

The products are packed in solid fibre cases varying in weight from 32 to 80 pounds, with an average of about 60 pounds. Since there is nothing to break, nor is the product affected by heat or cold or slight variations of humidity, no special storage facilities are required other than dry quarters; nor is special handling required in the moving of the shipments, except that the use of hooks is taboo.

Once a month each warehouse sends a report on the company's form to the home office, listing all receipts

(Concluded on page 45)

The traffic manager of a large chemical firm said that he has never before noticed our gen-

LOS ANGELES, CAL.



METROPOLITAN WAREHOUSE CO.

*Merchandise Warehousing
and Distribution*

U. S. Customs Bonded

Reinforced Concrete Sprinklered Building
Centrally Located in Metropolitan Area
Fire Insurance Rate 11.7 Cents

1340-1356 EAST SIXTH STREET
LOS ANGELES

MEMBER

ALLIED DISTRIBUTION, Inc.
1525 Newberry Ave. 11 West 42nd St.
Chicago, Ill. New York City

Offices for Rent

Telephone and
Secretarial Service
Sub Basement for
Cool, Dry Storage

LOS ANGELES, CAL.

Overland Terminal Warehouse

Ninth and Alameda Sts.

General Merchandise Storage

U. S. Customs Bonded Storage

Cool Room Accommodations

"Vacufume" Process of Fumigation

MANAGED AND OPERATED BY

CROOKS TERMINAL WAREHOUSES

CHICAGO NEW YORK KANSAS CITY
419 W. Harrison St. 76 Beaver St. 1104 Union Ave.

CALIFORNIA'S MOST MODERN WAREHOUSE
SERVED BY THE UNION PACIFIC

LOS ANGELES, CAL.

MERCHANDISE
STORAGE AND
DISTRIBUTION
DRAYAGE
CYANIDE FUMI-
GATION
BROKERS' OFFICES
SECRETARIAL
P.B.X.
FINANCING
SERVICE



Pacific Commercial Warehouse, Inc.
923 East Third St. Los Angeles, California

SPECIALIZING IN STORAGE AND DISTRIBUTION
OF FOOD PRODUCTS

Represented by NATIONAL WAREHOUSING SERVICE
Chicago, Ill.

LOS ANGELES, CAL.

We Solicit Your Shipments and
Pool Car Distribution

PRUDENTIAL STORAGE AND MOVING CO.

1610 SOUTH VERMONT AVE.
FIREPROOF WAREHOUSE FOR HOUSEHOLD GOODS
Members: California Van & Storage Association
National Furniture Warehousemen's Association

LOS ANGELES, CAL.

1817-1833 INDUSTRIAL STREET

Star Truck & Warehouse Co.

COMPLETE FACILITIES EFFICIENT SERVICE
Storage Distribution Drayage

Represented by Distribution Service

940,000 Square Feet
New York



56 Motor Trucks
Chicago San Francisco

LOS ANGELES, CAL.

W. E. TEAGUE, Pres.
B. F. JOHNSTON, Gen. Mgr.

UNION TERMINAL WAREHOUSE

General offices, 737 Terminal St.

Free and U. S. Customs bonded storage. The largest, most complete
and efficient Warehouse and Distribution Service in the West.
Insurance Rate as low as 11.5 cents per \$100 per year.
Daily motor truck service to all parts of the city and Los Angeles
Harbor.

LOS ANGELES, CAL.

Make Westland Warehouses

Your Distribution Headquarters
in So. California

Member, A. W. A.,
C. W. A., L. A. W. A.

Write for Booklet

L. A. Junction Ry.
Service

Westland
Warehouses, Inc.
4814 Loma Vista Ave.,
Los Angeles, Calif.
Room 1305
38 So. Dearborn St.
Chicago, Ill.



OAKLAND, CAL.

OAKLAND WAREHOUSE TERMINALS

20th & CAMPBELL STS.

OPERATED BY MERCHANTS EXPRESS CORP.

SAME OWNERSHIP AS

Southern Pacific Terminal Warehouse

4TH & BERRY STS., SAN FRANCISCO

OPERATED BY WALKUP DRAYAGE & WAREHOUSE CO.

Modern buildings with lowest
insurance rates and largest fleet
of motor equipment in the bay
area.

Most complete and efficient
transbay service. Exclusive
contracts all railroad store door
services.

STORAGE & POOL CAR DISTRIBUTION OF
FURNITURE AND MERCHANDISE

MEMBER AWA

SAN DIEGO, CAL.

MODERN MERCHANDISE STORAGE AND DISTRIBUTION

SAN DIEGO
MUNICIPAL
WARE-
HOUSING
CORPORATION, LTD.

20-Car Capacity at Three Buildings Strategically Located. Private
Sidings & Waterfront Dock Facilities, Giving a 985-Foot Dock
Length and a Draft of 36 Feet.
Customs, U. S. Warehouse Act, and State Bonded.
Sampling, Sorting & Cleaning. Low Insurance. Pool Cars
Handled. Specialize in Cotton, Beans, Grain, Wool, Canned
Goods, Paper, Sugar, Nails and Pipe.
Motor Freight Terminal. Frank C. Seehorn, Manager.
1265 HARBOR ST.

eral advertising because he has had no interest in it. But, believe it or not, as he read our

SAN FRANCISCO, CAL. **CONSIGN TO**

DE PUE

WAREHOUSE CO.

FIRST AND BRANNAN

SAN FRANCISCO, CALIF.

FARNSWORTH & RUGGLES
(Established in 1859)

109 DAVIS STREET

WAREHOUSING GENERAL MERCHANDISE
Pool Car Distribution Motor Truck Fleet
Terminal at First, Brannan and Federal Streets
In the heart of the shipping district

SAN FRANCISCO, CALIF.

GIBRALTAR WAREHOUSES
201 CALIFORNIA ST.

OPERATED IN CONJUNCTION WITH
OVERLAND FREIGHT TRANSFER CO.
AND
TILDEN SALES BUILDING

SAN FRANCISCO, CALIF.

CONSIGN TO

THE HASLETT WAREHOUSE CO.
280 Battery St., San Francisco

Operators of the most complete warehouse and distribution system in the San Francisco Bay area.

STORAGE—CARTAGE—COLD STORAGE (OAKLAND)
FIELD WAREHOUSING—FAST TRANSBAY DELIVERY SERVICE

S. M. HASLETT, President
Member American Warehousemen's Assn.
Member American Chain of Warehouses, Inc.

SAN FRANCISCO, CAL.

Complete Warehousing Service
for
General Merchandise
Liquors - Drugs



Draying, Pool Car Distribution, Office Accommodations and Telephone Service

SAN FRANCISCO WAREHOUSE COMPANY
625 Third St. Sutter 3461

Member: American Warehousemen's Association
Distribution Service, Inc.

SANTA ROSA, CAL.

ALEXANDER'S
in Santa Rosa for
**FIREPROOF STORAGE,
MOVING—PACKING
and SHIPPING**
A St., at 2nd



SO. PASADENA, CAL.

EST. 1913

ONEONTA

TRANSFER AND STORAGE
812 FREMONT AVENUE

Coast to Coast Motor Van Service
Complete Moving and Storage Facilities

VENTURA, CAL.

POOL CAR DISTRIBUTION
Established 1881

VENTURA TRANSFER COMPANY

Two Brick & Concrete Buildings for Storage and Distribution of Household Goods. Motor Truck Service.

Members of NFWA—YVA—CalV&SA

Send Inquiries to P. O. Box 296

DENVER, COL.

North Denver Transfer and Storage Company

Modern Merchandise Warehouses

A dependable agency for the distribution of merchandise and manufactured products.

Storage Cartage Forwarding Distributing

Centrally Located Free Switching

Office: 2016 Blake Street, DENVER, COLORADO



DENVER, COL.

We offer a complete service—Merchandise and Household Goods Storage, Pool Car Distribution, Moving, Packing and Forwarding.

We also operate the Weicker Transportation Co., a statewide daily motor freight service under regulation of the Public Utilities Commission.

Connections with Interstate Truck Lines to Principal Cities.

Burglar Proof Silver Vaults, Cedar Lined Rug Vault, Fumigating Vault, Private Lockers

The WEICKER TRANSFER & STORAGE CO.
1700 Fifteenth Street

DENVER COLORADO

Member of N. F. W. A.—A. C. W.—A. W. A.

PUEBLO, COLO.

BURCH WAREHOUSE AND TRANSFER CO. INC.

General Office and Warehouse
200 SO. SANTA FE AVENUE

Modern Sprinklered Fireproof Building
Freight Forwarding and Distribution
Household and Merchandise Storage
PACKING AND SHIPPING

Member of N.F.W.A.—A.W.A.—Colo. W.A.




BRIDGEPORT, CONN.

E. C. Mooney, Pres. J. G. Hyland, Mgr.

Hartford Despatch and Warehouse Co.
1337 Seaview Avenue

STORAGE AND DISTRIBUTION DAILY THROUGHOUT CONNECTICUT AND MASSACHUSETTS. PRIVATE DOCK AND RAILROAD SIDING. SPECIAL FACILITIES FOR MOVING, PACKING AND SHIPPING OF HOUSEHOLD EFFECTS. WAREHOUSES AT SPRINGFIELD, MASS. AND HARTFORD, CONN.

Member of A.W.A., N.F.W.A., A.C.W., A.F.L.



GREENWICH, CONN.


DRINKWATER SONS, Inc.

Offices
122 RAILROAD AVE.
2 WAREHOUSES

STORAGE, MOVING
50 Years in Business

Member N.F.W.A. C.W.A.

Agents for Allied Van Lines, Inc.



bottom lines he noticed the advertising of the furniture pad manufacturers and immediately

(Concluded from page 42)

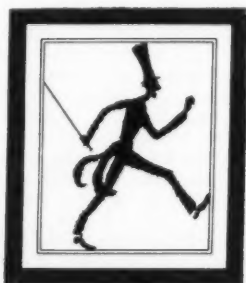
and deliveries. Shortages are charged against the warehouse at the lowest list price.

That Scott Paper Company appreciates its official family and that this appreciation is reciprocated is evidenced by the fact that the officers and directors have all been with the company for a considerable period. Thomas B. McCabe, president, has been with the company 20 years; Edward S. Wagner, first vice-president and treasurer, 24 years; William F. Mohan, second vice-president and sales manager, 23 years; William S. Campbell, manager sales promotion, 17 years; William W. Tomlinson, advertising manager, 14 years; Charles M. Howell, general plant manager, 15 years; Harry Liebeck, consulting engineer, 44 years; Raymond C. Mateer, assistant treasurer, 23 years; and Ralph E. Rhoads, secretary, 16 years.

Its other employees are also appreciated. The 1000 men and women making up its workers in the mill and its selling force, are looked upon as the backbone of the business. A broad program for the training, development, and strengthening of personnel is constantly in progress, and their comfort and welfare is always kept in mind. Numerous classes and discussion groups, conducted by trained supervisors under the direction of the Personnel Department are made available to employees in the different departments. Many other activities have been inaugurated for the comfort, safety, and economic benefit of workers.

The company believes that its marvelous growth is largely due to the fact that its business is built on the "Consumer Idea"—"to make only the quality of products that best serves the needs of the user; to supply these products to the buyer at the lowest possible costs; to constantly create greater public acceptance for the product and to attract new users through advertising."

In line with this idea Mr. Inch feels that the company's experiences with the public warehouse shows that more tonnage will "move through" the warehouse if rates can be made so that cost to the consumer will be as low as possible, and enable him to buy more. "More and more," he says, "will consumers respond with volume tonnage for all those who have a part in the 'Line of Distribution' (from manufacturer to the retailer) in proportion to the efforts of every member in this line to use his facilities to as nearly 100 per cent as possible, and make 'fast moving' an established fact, thus extending to the consumer the advantages of lower costs per unit." He adds that warehouse services, generally speaking, are improving, though many of the added services now offered have tended to increase the cost of warehousing, especially to those who do not require the many added services. To some extent, he says, all clients have to pay the increased costs, even though they may not use certain services. But in spite of it all, though he thinks there is room for improvement, he is firm in the opinion that warehouses have reduced distribution costs.



Old "Thirsty Fibre"—Scott Paper Company Trade-Mark

recognized at least one of our reasons for recommending his use of our household goods

HARTFORD, CONN.

E. G. Mooney, Pres.

J. C. Hyland, Mgr.

Hartford Despatch and Warehouse Co.

252 Asylum Street, Hartford, Conn.



STORAGE AND DISTRIBUTION DAILY THROUGHOUT CONNECTICUT AND MASSACHUSETTS. PRIVATE SIDING. SPECIAL FACILITIES FOR MOVING, PACKING AND SHIPPING OF HOUSEHOLD EFFECTS. WAREHOUSES AT SPRINGFIELD, MASS. AND BRIDGEPORT, CONN.

Member of A.W.A., N.F.W.A., A.C.W., A.V.L.



NEW HAVEN, CONN.

M. E. Kiely, Mgr.

DAVIS STORAGE COMPANY

335 East St., New Haven, Conn.

Modern Fireproof Merchandise Warehouse.

Private seven-car siding adjacent to Steamship and R. R. Terminals. Pool and stop over cars distributed. Motor Truck Service to all towns in Connecticut. Low Insurance Rate. Prompt, Efficient Service.



NEW HAVEN, CONN.

* AN ASSOCIATED

STORAGE and DISTRIBUTION



Established 1860

Merchandise, automobiles, furniture—23 buildings—Low insurance rates—15 car siding—Central location—Daily truck delivery service covering Connecticut and southern Massachusetts—Bonded with U. S. Customs.

THE SMEDLEY CO.

165 Brewery St., New Haven, Conn.

Members: AWA, NFWA, CWA, AWInc., MTA of C. New Haven Chamber of Commerce, Hauling member Allied Van Lines, Inc.



NEW HAVEN, CONN.

PAUL A. DAHLGARD, Owner

West Haven Trucking Company

Storage Warehouses

Offices, 435 Congress Ave.

Household Goods, Storage, Packing, Shipping, Receiving



WASHINGTON, D. C.

J. P. ROGERS, Pres.

CALVERT & ROGERS, Incorporated

General Merchandise Storage & Distribution

Pool Car Distribution & Hhg. Moving—Specialties—Refrigerators—Stoves—Washers—Motor Oils, Etc.

Private B.&O. Siding, Langdon, D. C.

WASHINGTON, D. C.

Telephone ADams 5600

FEDERAL STORAGE COMPANY

1707 FLORIDA AVENUE

E. K. MORRIS, President (See Page Advertisement Directory Issue)
Member—National Furniture Warehousemen's Association



WASHINGTON, D. C.

FIDELITY STORAGE

1420 U Street, Washington, D. C.

Packing, Shipping, Inter-City Removals, Silver Vaults

Member of A.W.A.—N.F.W.A.

WASHINGTON, D. C.

SHIPMENTS DELIVERED AT CURRENT RATES IN WASHINGTON
AND VICINITY**Security Storage Company**
OF WASHINGTON

Capital, Surplus and Reserves over \$1,200,000.

Security (steel) lift vans for overseas shipments. Door to door rates quoted, both to and from Europe and South America. All risk insurance if desired.

1140 Fifteenth Street, Washington
31 Place du Marche St. Honore, Paris

WASHINGTON, D. C.

Modern
Fireproof
BuildingLONG
DISTANCE
MOVINGPACKING
STORING
SHIPPING**SMITH'S**

TRANSFER & STORAGE CO., INC.

1313-15-17-19-21 You Street, N. W.

Member—Mayflower Warehousemen's Association

WASHINGTON, D. C.

**GENERAL MERCHANDISE
STORAGE**Pool Car Distribution—
City Delivery ServiceDirect Switching Connections into Warehouse
Pennsylvania Railroad**TERMINAL REFRIGERATING &
WAREHOUSING CORPORATION**

4th and D Streets, Southwest

Member of A. C. W.

WASHINGTON, D. C.

W. E. EDGAR, Supt.

**THE TERMINAL STORAGE COMPANY
OF WASHINGTON**

First, K and L Streets, N. E.

Large buildings of modern construction, total floor area 204,000 square feet, of which 109,000 square feet is of fireproof construction.

Storage of general merchandise.

CONSIGN SHIPMENTS VIA B. & O. R. R.

Heated rooms for protection against freezing.

Member of American Warehousemen's Association

WASHINGTON, D. C.

Established 1901

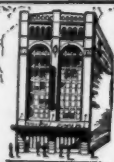
**UNITED ★ STATES
STORAGE COMPANY**

418 10th Street, N. W.

We Reciprocate Shipments

(See Advertisement in Directory issue, page 106)

Member of N.F.W.A.—W.W.A.

**The Parade of
New Products**

(Continued from page 10)

Enoch Morgan's Sons Co., New York City, maker of Sapolio, has acquired Cox Gelatine Co., same city. Another product now distributed by Morgan is Midge Maid Steel Wool and Soap Cleanser. A new Sapolio advertising campaign has been launched in the New York area.

Wood & Selick, Inc., New York and Chicago, recently introduced to the United States the Imperial brand of English Worcestershire sauce which is made in England by Low Hart & Company.

Ozark Mountain Canning Co., Jacksonville, will double its plant size and be equipped to handle beans, black-eyed peas and pimientos, in addition to the usual run of tomatoes. The plant will handle 150,000 cases of canned goods.

Marvin Fischler, president of Overseas Importing Co., Chicago, has left for Argentina, where the company is erecting a new dog food packing plant. Headquarters are at Buenos Aires.

Tobacco seed oil, which contains not the slightest trace of nicotine or any other harmful substance, has been neglected as an industrial as well as an edible oil. In its unrefined state the oil is useful in making varnishes and soaps. Refined tobacco seed oil is bland and has been claimed to be fully equal to peanut oil as a salad oil. Tobacco oil is about as rich in oil as flax or rapeseed. Soy beans yield only about half as much oil.

Soy beans improve the color of the crumb of the loaf of bread when used in suitable proportions. The bleaching action is due to an oxidation of the carotene in the flour, but if the soy beans are heated above 50 deg. C. they are inactivated and no longer possess this property. It has been found that the vitamin A potency is also destroyed by this oxidation of carotene. Furthermore, the active soy bean can destroy at least 99 per cent of the vitamin A in cod liver oil.

Explosives from licorice. Italian chemists have found in preparing licorice extract that the fibrous residue of the root is left over in large quantities. This residue they are converting into a high-grade cellulose for nitro-cellulose. They are making the two principal commercial types of nitro-cellulose, one for lacquers and the other for explosives such as gunecotton and smokeless powder.

Now that the sale of the wholesale tea business of Thomas J. Lipton, Inc., of New York, and of Thomas J. Lipton, Ltd., of Toronto, has been approved, it is understood a syndicate with strong banking support has been formed for the purpose of financing the sale of the American properties to Lipton, Ltd. By the sale, both the New York and Toronto organizations would be turned over to the Unilever holding group and actual ownership vested in Lipton, Ltd., controlled by Home and Colonial Stores, Ltd. Unilever also controls Lever Brothers, soap makers.

Johnson Educator Biscuit Co., Johnson Educator Food Co. and Star Biscuits of America, Inc., are to be merged into a new biscuit company. R. L. Megowen, one of the founders of United Biscuit Company of America

(Concluded on page 49)

warehouse advertisers when removing his executives from one city to another. He recalled

JACKSONVILLE, FLA.

A. H. Laney, Pres. & Mgr. W. W. Delcher, Sec. & Treas.

LANEY & DELCHER STORAGE CO.

657 East Bay St.

Merchandise Storage and Pool Car Distribution

Negotiable and non-negotiable receipts issued.

FIREPROOF WAREHOUSE—LOW INSURANCE RATES

JACKSONVILLE, FLA.

FLORIDA'S LARGEST WAREHOUSE

UNION TERMINAL WAREHOUSE COMPANY
East Union and Ionia StreetsMerchandise Storage—Custom Bonded—Pool Car Distribution
Reconsigning—Trucking Service—Trackage 52 Cars
Reinforced Concrete—Sprinkler System—A.D.T. Service
Insurance Rate 12 CentsRental Compartments—Sub-Postoffice, Western Union Tel.
Members A.W.A.—A.C.-of-W.—J.W.A.

MIAMI, FLA.

C. A. Burnet, Pres.

Sid Cox, Secy.-Treas.

C. A. BURNET WAREHOUSE
& TRANSFER CO., Inc.

20-26 N.E. 11th St.

Largest Commercial Storage Warehouse
in Miami. Five Stories absolutely
Fireproof—Private Siding.

Centrally Located to Jobbing Trade—Building A.A.A. Construction

MIAMI, FLA.

W. M. KELLEY, Manager

CHAILLE WAREHOUSE

Merchandise Storage and Pool Car Distribution

Office, 117 N.E. 26th St.

Private Siding
on F.E.C. Ry.

Sprinklered

Low Insurance
Rate

MIAMI BEACH, FLA.

Washington Storage Co., Inc.

1001 Washington Avenue

Moving—Packing—Shipping—Storage

Members NFWA, SOWA

TAMPA, FLA.

"Your Tampa Branch House"

GALDWELL
BONDED
WAREHOUSES

INCORPORATED

MERCHANDISE

Storage & Distribution
Fireproof Buildings
Waterfront Whse. and
Private Docks

U. S. CUSTOMS

Bonded Storage
Government Storekeeper
retained permanently.
Normal temperatures for
Wines and Liquors.

HOUSEHOLD

Moving & Storage Agents
Acme Mayflower Transit
Co.
National Long Distance
MoversMembers Mayflower Warehousemen's Assn.
American Chain of Warehouses

TAMPA, FLA.

"The Safest Place in Tampa"

LEE TERMINAL



MERCHANDISE STORAGE

Pool Car Distribution—Rail & Water
Connections—Clean dry storage space—Night
and day Watchman. Negotiable receipts
issued. Invoicing accurately done. Every
service required of a Branch House.

HOUSEHOLD GOODS

Storage—Moving—Packing—Ship-
ping. Make your consignments to us and
be assured of entire satisfaction. Agents
ALLIED VAN LINES, National Furniture
Movers. Corporation Employee Moves
solicited.Lee Terminal Service combines a warehouse building so
constructed as to enjoy Tampa's Lowest Insurance rate. Ideally
located for economic distribution. The utmost care is given all
shipments and collections are made and remitted promptly.

Members AWA—NFWA—SoWA

Represented by DISTRIBUTION SERVICE, INC.

TAMPA, FLA.

TAMPA UNION TERMINAL, INC.
TAMPA, FLORIDAOffering storage and distribution in the South's largest and most modern
combined General and Cold Storage Warehouse. Building of Reinforced
concrete with sprinkler system, low insurance rates. Private railroad
sidings served by S&L and A.C.L. Private Docks. Special attention
given Pool Car Distribution. Internal Revenue and U. S. Customs
Bonded Warehouse with storekeeper retained permanently.

"Let Us Solve Your Distribution Problems"

Member American Warehousemen's Association

PENSACOLA, FLA.

W. A. Ray, Pres. & Mgr. M. Ray, Sec.-Treas.

The Bonded Warehouse Company

Handling merchandise in brick buildings sprinklered, on private siding L&N (3-car
capacity) at 710 So. Palafox St. U. S. Customs bonded; U. S. Warehouse Act
bonded.For merchandise and household goods we have at 711 Jefferson St. 35,000 sq. ft.
Origin CL Shipments via L&N; LCL via L&N-Frisco. Specialize in sugar, autos,
oil, beer, liquors, canned goods, wire rope, cotton. Distribute pool cars, transfer
household goods. Three trucks. Branch office and show room facilities.

PENSACOLA, FLA.

H. P. Ferriss, Pres. H. W. Ferriss, Mgr.

FERRISS WAREHOUSE and
STORAGE CO.

Merchandise and Household Goods Storage

Pool Car Distribution on private siding
L & N Ry.—Free switching from Frisco

ST. PETERSBURG, FLA.

SOUTHERN TRANSFER &
STORAGE COMPANY, INC.Household Goods Shipping
Storage Packing
LONG DISTANCE MOVERS
Collections promptly remitted

Member National Furniture Warehousemen's Assn.

TAMPA, FLA.

WILLIAM J. EVE, Manager

WAREHOUSE, INC.

BONDED

CARLOAD AND COMMERCIAL STORAGE
POOLED CAR DISTRIBUTION

Morgan and Water Streets, Tampa, Florida

ATLANTA, GA.

FRED E. STEVENS, Owner and Manager

Atlanta Service Warehouse

223 Spring Street, S. W.

Merchandise Warehousing

Pool Car Distribution

Cen. of Ga. Ry. Trackage

"Service" Is Our Middle Name

Members A.W.A.

seeing old, worn-out quilts and blankets on the trucks of the fly-by-night movers, and, says

ATLANTA, GA.

BONDED SERVICE WAREHOUSE

432-434 Marietta Street

BONDED
FIREPROOF STORAGE
MERCHANDISE
AND HOUSEHOLD GOODS
POOL CAR DISTRIBUTION

ATLANTA, GA.

BONDED

General Warehouse & Storage Co., Inc.

272-274 Marietta St., Atlanta, Ga.

Consigned stocks handled for Manufacturers
Remittance made day received
Store door delivery—Re-packing—Re-shipping

MERCHANDISE DISTRIBUTION
Sprinkler System—R.R. Trackage—Pool Car Distribution

ATLANTA, GA.

HAMLETT BONDED WAREHOUSE, Inc.

78 Bell Street S.E.

Walnut 7524

Conveniently located for prompt service

MERCHANDISE STORAGE HOUSEHOLD STORAGE
Office Space Moving—Packing

ATLANTA, GA.

H. W. Gullatt, Pres.

M & M WAREHOUSE CO.

29 HAYNES ST. N.W.

General Storage—Pool Car Distribution
Concrete Sprinklered Warehouse

Call on us for any usual or unusual service in connection with your warehousing or distribution problems. We can help you.
Consign via any R.R.—Private Siding A.B.&C. Ry.
Represented by American Chain of Warehouses

ATLANTA, GA.

"Atlanta's Largest"

MONROE BONDED WAREHOUSES

Invested Capital \$325,000

Lowest Warehouse Insurance Rate in Atlanta

MERCHANDISE—COLD STORAGE—TRUCKING

Private Railroad Sidings—Concrete Warehouses
A. D. T. Service Member: A. W. A.

ATLANTA, GA.

Contact our offices in Atlanta, Augusta, Washington and New York for any long distance household goods movements you have. Commission Agents wanted.

WEATHERS BROS. TRANSFER CO., Inc.

Merchandise and Household Goods Storage
Pool Car Distribution of Merchandise and Household Goods

Specializing on Long Distance Household Goods Moving
Operators of Our Own Equipment in 38 States

AUGUSTA, GA.

AIKEN, S. C.

F. L. Harrison, Pres.

RELIABLE TRANSFER CO.

General Merchandise Storage and Distribution

Household Goods Storage, Packing, Shipping
Pool Car Distribution

Direct R.R. Siding A. C. L., O. & W. C. R.R.

SAVANNAH, GA.

Savannah's only bonded warehouse

SAVANNAH BONDED WAREHOUSE & TRANSFER COMPANY,

BAY STREET EXTENSION & CANAL,
Post Office Box 1187

General Storage—Distribution—Reconsigning
Custom House Brokers—Custom Bonded
Regular steamship service from principal
Eastern, Western & Gulf ports—track connections with all rail and steamship lines.
R. B. Young, President.

Members—A.W.A.—A.C.W.—S.W.A.



HONOLULU, HAWAII

WHEN SHIPPING GOODS TO

HONOLULU

consign to us and the same will be given our best attention.
Modern Concrete Warehouses. Collections promptly remitted.
Correspondence solicited.

CITY TRANSFER COMPANY

Cable Address: LOVERINO, HONOLULU

BOISE, IDAHO

Selling Services Arranged

BOISE COLD STORAGE COMPANY

Merchandise Warehousing & Forwarding
Negotiable Warehouse Receipts Issued
Pool Car Distributors

304 S. 16th St.

P. O. Box 1656

On U.P.R.R.

CHICAGO, ILL.

A National System of Warehousing



NEW YORK

ALLIED DISTRIBUTION INC.

CHICAGO

11 WEST 42ND ST. PENN. 6-0968

1525 NEWBERRY AVE., MON.5531

CHICAGO, ILL.

Combine your Chicago Office and your Warehouse

at ANCHOR. The best

location in Chicago—across the street from Tribune Tower and only three minutes from the loop.

You will find here every facility for the efficient storage and distribution of your merchandise.

Re-shipping facilities second to none—direct tunnel connection with all railroads eliminating cartage. Private switch on C&NW Railway—delivery platform inside the building—private dock on Chicago River outside all bridges—lighterage connection with rail lines eliminating switching delays.

ANCHOR STORAGE CO., 219-229 East North Water Street

CHICAGO

Represented by
DISTRIBUTION SERVICE, INC.

**M. A. Keyser Again Elected
Salt Lake's Scout Leader**

For the seventh successive year, Malcolm A. Keyser, president of M. A. Keyser Fireproof Storage Co., Salt Lake City, was elected, on Jan. 15, president of the Salt Lake Council of the Boy Scouts of America.

A past director of the National Furniture Warehousemen's Association, Mr. Keyser was several years ago awarded the honor of being Salt Lake City's "first citizen" as a reward for his accomplishments in Scouting and in civic activity. At a recent Scout meeting in California he was appointed chairman of the regional committee.

**A Group Policy by
Lehigh of Newark**

A group life insurance policy amounting to \$164,000 and benefiting 141 employees has been arranged by Lehigh Warehouse & Transportation Co., Inc., Newark, N. J., with the Prudential Insurance Company of America. The workers are eligible to coverage in amounts ranging from \$1,000 to \$3,000, according to rank.

The employees pay part of the premiums and the Lehigh firm the balance.

he, "what shabby, old trucks some of them have, too. Your truck advertisers have proved

CHICAGO, ILL.

**DOWNTOWN
WAREHOUSE**

Most Centrally Located
2 Blocks from New Union Station
**CANAL &
HARRISON STS.**
Tunnel and Trap Car
Service

CROOKS TERMINAL WAREHOUSES

CHICAGO

NEW YORK OFFICE: 271 MADISON AVENUE

KANSAS CITY

**SOUTH SIDE
WAREHOUSES**

5801-5967 West 65th St.

Capacity 1200 Carloads
Insurance Rates as Low as 12c.



Also operate three modern warehouses in Kansas City and the
Overland Terminal Warehouse Company at Los Angeles, California.

LIBERAL LOANS MADE ON STAPLE COMMODITIES

(Concluded from page 46)

and now vice-president of Salerno-Megowen Biscuit Co.,
is one of the heads of the combine.

Spreckels Sugar Co. is building a \$2,000,000 refinery
at Woodland, Calif. To be completed by June, it will
have a normal capacity to work 1800 tons of beets and
150 tons of molasses each 24 hours. The Steffen process
for desugarizing molasses will be adapted to the
Spreckels patented continuous type of process.

U. S. Products Corporation, Ltd., San Jose, Calif., has
created what might be called a sensation in the re-
packaging of its Fruits for Salad. This represents a
new-type see-all glass jar perfected for vacuum pro-
cessing and holding almost as much fruit as a No. 2½
can. It sells at approximately the same price per
dozen as the same fancy quality fruit in No. 2½ cans,
and has a shipping weight lower per case. The jar
is vacuum-sealed.

Sprague, Warner & Co., Chicago, is concentrating on
three principal brands of coffee and has redesigned the
style of packaging and the packing cases. Formerly
the firm offered 88 different blends of coffee under 106
different labels.

Glass blocks, known to the general public as glass
bricks but to Owens-Illinois as "translucent masonry,"
are experiencing big sales. Predominant demand is
from commercial buildings, but home builders are
utilizing them in walls, partitions and basements where
light is a problem. Largest project so far is Reynolds
Tobacco's Winston-Salem warehouse, which uses 100,-
000 glass blocks.

CHICAGO, ILL.

CHICAGO'S LOOP WAREHOUSE**C & A TERMINAL CO.**

358 W. HARRISON ST.

Modern concrete building. 30 car track served by Alton-B. & O. R.R.
Tunnel connection all railroads for L.C.L. shipments. Next door Parcel
Post Bldg. for economical and speedy handling of Parcel Post shipments.

CHICAGO, ILL.

Accessible Location.
Modern Warehouse.
Excellent Shipping
Facilities.
Delightful Offices
Special Equipment.
Economical Service.
No cartage expense on
outbound L. C. L.
Freight.
1455 W. 37th St.

DIETRICH
WAREHOUSING
COMPANY
1455 W. 37th St.

CHICAGO, ILL.

W. F. CARROLL, Pres.

J. J. BARRETT, Gen. Mgr.

**EMPIRE**
MAINTAINS A
STANDARDIZED SERVICE

• For almost fifty years EMPIRE Service has
been preferred by companies desirous of
giving the household effects of employees,
transferred to or from Chicago and sub-
urbs, the very best of care and service.

LONG DISTANCE REMOVALS
PACKING AND SHIPPING BY RAIL
STORAGE FOR HOUSEHOLD GOODS AND MERCHANDISE
(CITY-WIDE SERVICE)

EMPIRE WAREHOUSES, Inc.

General Offices: 5153 Cottage Grove Ave., CHICAGO-ILLINOIS

to me, by their illustrations of the equipment they have sold to your industry, that in the

CHICAGO, ILL.



Unexcelled Delivery Facilities

■ Ample sheltered truck delivery space facing on well paved private streets; express and trucking trailers constantly on hand for package shipments; special trucking arrangements for swift deliveries in the metropolitan area: high speed service elevators at frequent intervals in all of our units; and, besides, a Union Freight Station of the Chicago Junction Railway under our own roof which makes Central Storage & Forwarding Company warehouse service—

Unique in Chicago

**Central Storage
& FORWARDING COMPANY**
2001 West Pershing Road . . . Chicago
Telephone: LAfayette 5628

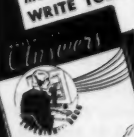
**CURRIER-LEE
WAREHOUSING**

May Solve Your FINANCE PROBLEM

If yours is the problem of carrying a large inventory and still you want to keep your cash investment at a minimum,—or if money will help you take advantage of favorable buying opportunities that come your way, then Currier-Lee Service will appeal to you.

**GET THIS
FOLDER**
It may mean
money to you!
WRITE TODAY

We help you obtain cash loans against staple merchandise stored with us. Our warehouse receipts are acceptable collateral with every bank in the country.



CURRIER-LEE WAREHOUSE CO.

General Offices 427 Erie St., Chicago, Ill.

The Marketing of Quick Frozen Foods

(Continued from page 15)

The strongest argument, however, is that of handing her a package of the food to try for herself. For ever since 1930 when first offered to the public in Massachusetts, the retailer has found that a woman once acquainted with quick-frozen foods will continue to buy them.

She finds them economical, highly convenient, and always palatable. The out-of-season price holds to the low levels of peak-season quotations, and, in market after market, the new products are added to the list of ready-to-cook items in the home.

One heavy handicap for the manufacturer in the marketing arises from the need of unbroken low temperatures, somewhere close to 10°F., up to the hour of cooking. Railroad cars and delivery trucks require unusual insulation or refrigeration equipment; the hotel and the retailer must store in freezing temperatures. Experimental shipments, for long distances and into hot climates, were instantly successful.

The shipments of fish, as long as ten years ago, brought before the public the story of Clarence Birdseye who in the Arctic North had his initial inspiration for frosted foods.

Twenty-five years ago, as a biologist on a fur-trading venture in Labrador, Mr. Birdseye enjoyed catching fish in the native manner. He had watched natives with spear and line bring in large fish through a hole in the ice. After about two flops, upon being tossed on the ice, the wriggling fish would be frozen solid. The natives would take home these chunks of frozen fish and keep them outside in the cold until they were needed, when they would be thrown into a tub of water and slowly thawed out. Preserved by Nature's refrigeration one moment after being caught, there is no other fish in the world their equal for eating quality.

One day Clarence Birdseye, bringing to his own home a catch of these fish, threw one of them into a tub of water to be thawed for supper. When it had been in the water for a while the "dead" fish flapped its tail and began to swim.

Mr. Birdseye never forgot that incident: the fish that "came to life" before his eyes after having been frozen solid for hours. He decided, in his scientific mind, that "for preserving the freshness of a fish, what you need is very, very quick and very, very severe freezing." And, years later, with this experience stored away in his mind, he was instrumental in discovering a method by which, for the first time in history, a fish may be delivered to the middle of Arizona exactly as fresh and in as perfect condition as when it left the Atlantic Ocean.

Those early shipments of fish furnished spectacular material for advertising and publicity for the new processes, but to operators within the industry they merely sign-posted the road ahead. Before marketing can cover the country, unbroken refrigeration at very low temperature must be provided. It must continue through every handling from packer to jobber, from jobber to retailer or from jobber to institution, and, finally, must continue with the dealer and the institution.

Such refrigeration meant a heavy investment.

Originally a display cabinet, with refrigerating equipment and storage capacity for reserve stock, obliged

(Continued on page 53)

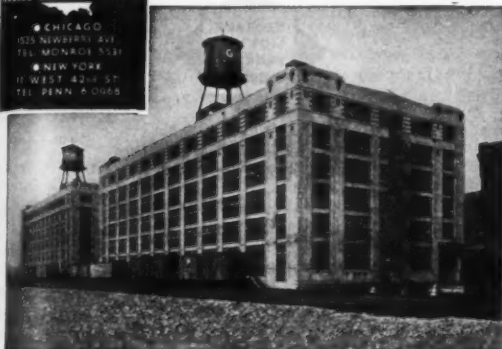
long run I can save my firm money by patronizing advertised warehouses." Thank you, Mr.

February, 1937
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CHICAGO, ILL.

Member A. W. A.

COMPLETE WAREHOUSING
AND DISTRIBUTING SERVICE



**GRISWOLD-WALKER-BATEMAN
COMPANY**

1525 Newberry Ave.

Chicago

Modern buildings strategically located. Direct trackage connections with C&NW, B&O, Soo Line, PM, CGW, and B&OCT (belt line connecting all RR's.). Trap car reshipping. Motor truck deliveries. Long distance motor transportation. Guardite fumigation protection. U. S. Customs Bond. Office facilities.

Details of this complete service are described in a booklet "The Way to Distribution"—Write for your copy.

CHICAGO, ILL.



MIDLAND

Offers

LARGE AND SMALL SHIPPERS
THREE MODERN MERCHANDISE
WAREHOUSES

at

CHICAGO

With convenient locations

For Local Trade.

With excellent transportation facilities

for National Distribution

Chicago Junction In and Out-bound Union Freight Station—direct connections with thirty-eight railroads, no trap car, tunnel or cartage service or charges on in or out-bound LCL shipments. Receiving stations of Express, Freight Forwarding, Electric and Boat Lines on premises.

With a complete warehouse organization

fully equipped to handle merchandise rapidly and economically

Let Us Quote on Your Requirements

MIDLAND WAREHOUSES, INC.
1500 SOUTH WESTERN AVENUE,
CHICAGO, ILL.

DISTINCTIVE LOCATION
on Chicago's
New Outer
Drive!

★ The economic advantages of a well located public warehouse are well known to every shipper, and in large cities the savings made possible by a good location frequently offset some other major facility not available.

At North Pier in Chicago, every major warehouse facility is available. One and one-half million square feet of storage space in sprinklered buildings with insurance rates as low as 18c. Direct free tunnel connection with all railroads, eliminating cartage. Twenty-five hundred foot dock on private slip at the mouth of the Chicago River.

Space leased for offices, storage and light manufacture. Storage in transit. Pool car distribution.

Other

NATIONAL TERMINALS CORPORATION FACILITIES

CLEVELAND - - - - - National Terminals Corporation
MILWAUKEE - - - - - National Terminals Corporation
TOLEDO - - - - - National Terminals Corporation
INDIANAPOLIS - - - - - Indiana Terminal and Refrigerating Company
EAST CHICAGO, IND. - - - - - East Chicago Dock Terminal Company
NEW YORK OFFICE - 25 Beaver Street (Phone: Hanover 2-1172)

**NORTH PIER
TERMINAL COMPANY**

589 EAST ILLINOIS ST.

CHICAGO, ILLINOIS



Traffic Manager, but may we ask one little favor of you; the next time you pick one of our

CHICAGO, ILL.

RALPH J. WOOD, Pres.

MORRISON C. WOOD, Treas.

For Shipments to the South Side's Finest Residential Districts
CONSIGN TO**The Lincoln Warehouse Corporation**

Main Office and Warehouse—4259 Drexel Boulevard

"43 Years of Distinctive Service"

Personal attention of executives to customers. Collections promptly remitted.

Member N.F.W.A.

TWO

warehouses close to the Loop
 • Direct railroad connections • Office
 and warehouse space to rent • U. S.
 Customs Bonded Storage • Loans on
 standard merchandise • Low insurance
 rates • Direct tunnel service • Special
 facilities for the storage of wines.

Write for information on services to meet
 your individual needs.

RAILWAY TERMINAL & WAREHOUSE CO.

444 West Grand Avenue, Chicago, Illinois

ONTARIO WAREHOUSE CO., 425 WEST ONTARIO STREET

CHICAGO, ILL.

"Chicago's Leading Warehouse"**SENG WATERWAY WAREHOUSE CO.**

310 West Polk St.

Complete water, rail and truck terminal, facilities with a
 "loop" location. Concrete dock for ocean, lake and river
 vessels—25 car siding capacity—own fleet of 69 trucks.
 Economical reshipping—tunnel—lighterage.

CHICAGO, ILL.

Soo Terminal Warehouses

519 W. Roosevelt Road

Merchandise Storage—Pool Car Distribution

COOL TEMPERATURES—CANDY STORED ALL YEAR

Ground Floor Warehouse Space with or without

Offices. Trackage—Free Switching—Fireproof

Represented by

National Warehousing Service

**"THE
 ECONOMICAL
 WAY"**



CHICAGO, ILL.

Merchandise Storage and Distributors

WAKEM & McLAUGHLIN, Inc.

Estd. 1886

MAIN OFFICE—225 E. ILLINOIS ST., CHICAGO

U. S. Internal Revenue Bonded Warehouse

U. S. Customs Bonded Warehouse

A.D.T. Service

ADVANCES MADE

Our ample financial resources enable you to negotiate
 loans right in our office.

Prompt Delivery and Best of Service.

CHICAGO, ILL.

WERNER BROS. KENNELLY CO

STORAGE
 MOVING
 PACKING
 SHIPPING

M. H. KENNELLY, President

Your Chicago Shipments given pre-
 ferred attention. Pool cars handled
 on our own switch track.

Consign C. M. St. Paul & P. R. R. . . .
 Wilson Ave. Branch.

**CONTAINER SHIPMENTS
 SOLICITED**

Warehouses Conveniently Located

2815 Broadway

4917 Broadway

7613 N. Paulina St.

4615 Clifton Ave.

PARK BRANCH

1750 N. Clark St.

Opposite Lincoln Park

TRAFFIC DEPT.

3133 N. Halstead St.

MAIN OFFICE:

2815 BROADWAY, CHICAGO, ILLINOIS

CHICAGO, ILL.

**SAME DAY
 DELIVERY SERVICE**

Is a habit with us—not a boast. Stock forwarding ordered
 even as late as one o'clock is shipped the same day on
 through destination cars, via any railroad from any of the
 downtown terminals. No cartage expense.

Located on the edge of Chicago's famous Loop and only
 one block from the mammoth new Post Office, Western
 Warehouse is in the heart of all business activity. Write
 for complete information.

WESTERN WAREHOUSING COMPANY

323 West Polk Street

Chicago, Ill.

DANVILLE, ILL.

C. B. Hall, Pres. M. P. Hall, Sec. & Treas.

DANVILLE TRANSFER & STORAGE CO.

The only fireproof warehouse in Danville.
 Storage for household goods and Merchandise Distributing. Conveniently located
 in the heart of the wholesale district. Private siding to warehouse, and free
 switching from all railroads.

Low Insurance Rate

Danville is the breaking point of Eastern and Western Classification of freight
 rates, making a most convenient point for the distributing or storage of carloads.

American Warehouse Association.

Members National Furniture Warehousemen's Association.

Members Illinois Furniture Warehousemen's Association.

DECATUR, ILL.

Decatur Warehouse Company

(Shumate Transfer)

20-30 INDUSTRY COURT

TRANSFER—STORAGE

MOVING—PACKING—DISTRIBUTION

BONDED :: LICENSED :: INSURED CARRIERS

advertisers, please tell him that it was his D & W ad that got him the business. Frankly, you

(Continued from page 50)

the retailer to invest from \$1,500 to \$2,000. It also required eight or ten feet of his best counter space in the store.

Here was a stumbling block to distribution, because the number of retailers willing to lay out such a sum for a new product was limited. Yet half-measures would defeat the purpose. The manufacturers faced a problem, in their distribution, almost as perplexing as the laboratories had encountered in perfecting the freezing methods.

Almost two years of work, with much trial-and-error experiments, was necessary before the American Radiator Company solved the difficulty for the quick-freezing industry. For, with the first display cabinets, the insulation often absorbed so much moisture from the air as the cabinet was repeatedly opened that frost crystals would form on the insulation and ruin its protective ability. Much compression was wasted and even at that the low temperature could not be maintained.

American Radiator developed a method to seal the insulation positively against entrance of moisture. Various insulating materials, too, were thoroughly tested. Finally a cabinet was constructed, of stainless steel backed up by heavier sheets of ordinary steel, hermetically sealed by a process of "all-welding construction." It is absolutely tight.

The new cabinet was designed to occupy less floor space in the retailer's store. It was, best of all, possible to install for about \$350, which alone made certain of many new retail outlets. To drop from \$2,000 to \$350 was of itself an inducement for the dealer to sign a contract. It is reported that today the dealer may install the cabinet on a leasing arrangement from the manufacturer; or, if he prefers, on time payments through a finance company.

As soon as the new and less expensive cabinets became available, the number of retail outlets jumped in number. Two years witnessed an increase from 400 or 500 to 1500, with the result that, for the Birdseye products, sales through retailers now equal those to institutions.

Mastering the hurdle of the cabinet led instantly to greater sales; but, for others it is well to remember, all pioneering for this improvement was led by the Birdseye concern. The retailers did nothing. Until the parent company made easy the way to retailing profits, the trade merely sat by and repeated: "There's nothing in it for us."

Today New England and New York are well covered by distributing retailers. New Jersey and Eastern Pennsylvania (around Philadelphia) and the Baltimore area have recently been covered. Distribution is, in this manner, spreading along the Atlantic seaboard for this company. (Competitors, especially with fish and other seafoods, are operating in the same territory under much similar methods.) It is notable that, during the present year, chain groceries such as the A & P in Greater New York have put the cabinets on their floors even in store units where they operate vegetable and meat departments of their own.

Beyond the eastern seaboard zone, storage refrigerators, at 10° F. and lower, have been provided for the purpose of serving hotels and restaurants, institutional buyers of all types. Sometimes these storage capacities are with public cold storage warehouses; in other instances, the institution has its own storage either owned outright or provided by the manufacturer under some form of lease.

In order to extend the sale of frosted foods through retail outlets, the manufacturer, as in the eastern States, must finance the cabinets and storage facilities or make it possible for the jobber and retailer to purchase the equipment on easy terms. Otherwise, dis-

(Concluded on page 54)

DECATUR, ILL.

SINCE 1892

HAMMAN BROS. TRANSFER & STORAGE CO.

Member of A.W.A.—N.F.W.A.

Decatur's Pool Car Distributors

Spot stock storage deliveries. Merchandise and Household Goods Storage. Private siding and free switching WITH PROTECTION IN THE ONLY FIRE-PROOF WAREHOUSE IN THE CITY. Lowest fire insurance rates. Pick up and delivery service maintained via our freight terminal.

Office:—601 E. WILLIAM ST.

JOLIET, ILL.

Telephones 501 and 502

Joliet Warehouse and Transfer Company

Joliet, Illinois

MERCHANDISE STORAGE AND DISTRIBUTION

Best distributing point in Middle West. Located on Ave Trunk Lines and Outer Belt which connects with every road entering Chicago. No switching charges. Chicago freight rates apply.

PEORIA, ILL.

All Points of the Compass

ILLINOIS

PEORIA

Peoria is the logical center of distribution for Illinois. We will be pleased to explain our service and facilities.

Our Dependability Your Assurance of Satisfaction

Member of A. W. A.

FEDERAL WAREHOUSE CO.

Adams and Oak

PEORIA, ILL.

NATIONAL WAREHOUSE CO.

Est. 1920

1323 SO. WASHINGTON ST.

- Merchandise Storage
- Pool Car Distribution
- Fireproof Building; Sprinklered
- Low Insurance Rate
- Private Siding
- Motor Truck Terminal

ROCKFORD, ILL.

BARTLETT WAREHOUSE

TRACKAGE— —FREE SWITCHING

SPARKLING SERVICE

506-514 Cedar St. Phone Main 134

ROCK ISLAND, ILL.

THE CENTER OF THE QUAD-CITIES

160,000 POPULATION — RATE BREAKING POINT

MOTOR FREIGHT SERVICE IN ALL DIRECTIONS

FEDERAL BARGE LINE TERMINAL

C. B. & Q. SIDING—FREE SWITCHING

ROCK ISLAND TRANSFER & STORAGE CO.

Member of A. W. A.—N. F. W. A.

ATTENTION DISTRIBUTORS

CHOOSE YOUR WAREHOUSES FROM THESE COLUMNS — THEN TELL THEM SO THEY WILL APPRECIATE IT

have seen an angle of this household goods situation which we must confess we had entirely

EVANSVILLE, IND.



With the most modern and most unusual River-Rail-Truck Terminal and Warehouse in the United States.

Located only ninety miles from the country's center of population. Served by six large railroads, many motor freight lines and the American Barge Line, Mississippi Valley Barge Line, Union Barge Line and independent towing operations.

Merchandise and food commodities of every description, from every part of the globe, can conveniently reach, be economically stored, and then efficiently distributed from Evansville.

Write for booklet completely describing the many unusual services available.

MEAD JOHNSON TERMINAL CORP.
EVANSVILLE, INDIANA

"Where Waterway . . . Railway . . . Highway Meet"

FORT WAYNE, IND.



FIREPROOF AND NON-FIREPROOF BUILDINGS.

Pittsburgh, Fort Wayne & Chicago R. R.; Grand Rapids & Indiana R. R.;
Wabash R. R.—Private Sidings—Pool Car Distribution

FORT WAYNE, IND.

PETTTT'S STORAGE WAREHOUSE CO.

"Fireproof" Buildings

STORAGE, TRANSFER, DISTRIBUTION

Located in Center of Business District

We have our own truck line and are equipped to make prompt deliveries
Private siding

HAMMOND, IND.

Members N.F.W.A., Allied Van Lines

JOHNSON

Transfer and Fireproof Warehouse

MERCHANDISE AND HOUSEHOLD GOODS STORAGE

WAREHOUSE and OFFICE: 405 Douglas Str.

INDIANAPOLIS, IND.

"Coburn Service for Efficiency"

HENRY COBURN

STORAGE AND WAREHOUSE CO.

Merchandise Storage, Distribution, Trucking

Leased Space—Offices—Low Insurance

Loans on Receipts

(Concluded from page 53)

tribution will halt, as it did for several years in the East.

Maximum distribution will become possible only as the necessary equipment becomes available. Until distribution is more general, the manufacturers of quick-frozen products will not reap the ultimate profits they deserve. And yet they dare not sit by and hope that jobbers and retailers will voluntarily install the equipment. They, and they only, must lead the way. They must make it easy, and profitable, for the retailer to equip his store to handle the goods. Then will these manufacturers profit from all the experimentation and pioneering they have done.

Warehouse Labor Trouble at End in San Francisco

WAREHOUSE labor difficulties at San Francisco, Cal., seemed at an end Feb. 1, when approximately 300 warehouse workers returned to their jobs in three wholesale drug concerns' warehouses, following settlement of the strike which has been on since the middle of December.

About 200 of the men were strikers, the others having been forced out when the companies were compelled to shut down their warehouses.

The basis of settlement involves a 44-hour week, time and one-half for overtime and a basic wage scale of 62½ cents an hour, or approximately \$5 a day, with 70 and 72½ cents an hour for others in higher positions and 75 cents for foremen. The 44-hour week was in effect prior to the strike. The overtime pay is a new feature. The previous rate of pay was approximately \$90 per month. The agreement provided for the reinstatement of six employees alleged to have been discharged by one firm.

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February, 1937

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INDIANAPOLIS, IND.

Indianapolis Warehouse and Storage Co.
330 West New York St. Indianapolis, Ind.

Merchandise Warehouse, Brick, Sprinklered, 80,000
Square feet, private siding C.C.C. & St. L. Pool Car Dis-
tribution. Lease Space. Office Space.

Member of A.W.A. - Ind. W. A. - Associated Warehouses, Inc.

INDIANAPOLIS, IND.

Strohm Warehouse & Cartage Company
230 W. McCarty St. Telephone RI. 5513

General Merchandise Cold Storage. Pool Car Distribution and
Checking Out. All Merchandise on Check Out Cars Placed
on Platform Ready for Delivery.

CCC & St. L. R.R.

Modern Truck Equipment.

INDIANAPOLIS, IND.

Service That Satisfies

TRIPP WAREHOUSE COMPANY
1000 E. New York St.

Merchandise Storage, Distribution, Trucking
Private Siding C.C.C. & St. L.

Members A.W.A. Am. Chain Whses. Ind. W. A.

TERRE HAUTE, IND.

DISTRIBUTORS TERMINAL CORPORATION

Private R.R. Track Capacity 21 Cars connecting with all Lines.
Merchandise Storage and Distribution a Specialty
Pool Cars Solicited

Motor Trucks for Store Door Delivery. Our clients do the selling—We
do the rest. U. S. Licensed and Bonded Canned Foods Warehouse
License No. 12-4.

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CEDAR RAPIDS TRANSFER & STORAGE

FIREPROOF WAREHOUSE
ALL MODERN FACILITIES FOR EFFICIENT WAREHOUSING
AND DISTRIBUTION OF MDSE. AND H. H. GDS.

MOTOR FREIGHT TERMINAL

For Reputable Freight Lines

DAILY SERVICE IN EVERY DIRECTION

FREE SWITCHING FROM ALL RAILROADS ENTERING CEDAR RAPIDS

Special Warehouse for Farm Machinery and Heavy Equipment

DAVENPORT, IOWA

Including Rock Island and Molins, Ill.

Ewert & Richter Express & Storage Co.

Fireproof Warehouse, on Trackage—in the Business and
Shipping District of Davenport.

Pool car distribution—Mdse. & H.H.G. with motor truck
service—direct from our Combined Rail and Truck Terminal.

A. W., Inc.—A.W.A.—N.F.W.A. Phone Dial—3-3653

Agents—Allied Van Lines, Inc.

DES MOINES, IOWA

BLUE LINE STORAGE CO.

200-226 - Elm - Des Moines, Ia.

Merchandise and Household Goods Storage
Private Siding—Free switch from any R.R. entering
Des Moines

Members: A.W.A.—N.F.W.A.—I.W.A.—M.O.W.A.

DES MOINES, IOWA

ESTABLISHED 1880

White Line Transfer & Storage Co.

120 So. FIFTH AVE.

DES MOINES, IOWA

Moving, Packing, Shipping, Consolidators and Forwarders

Fireproof and Non-Fireproof Storage of

AUTOMOBILES, INFLAMMABLES, HOUSEHOLD GOODS

MERCHANDISE (All Kinds)

Private Sidings—Free Switching to and From All Lines Entering Des Moines

(Lowest Insurance)

Member: A. W. A., May. W. A., Ia. W. A., Mo. W. A.

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IN THE HEART OF IOWA

MEMBER



FIRE PROOF STORAGE CO.

Church Street and First Avenue

Complete Distribution, Trucking and
Storage Facilities

56,000 SQ. FT. FLOOR SPACE

Contract Operators for All Rail Lines



25 MOTOR FREIGHT LINES

with overnight service within a radius
of 100 miles

• Twenty-five motor freight lines operating from our terminal
provide daily service to all points in Mason City's distribution
area, thus enabling us to offer exceptional service—especially
pool car distribution service—throughout the territory we serve.

• Complete rail service by all lines serving Mason City and
their connections—interchange rail to truck, or truck to rail,
under one roof.

• Modern reinforced concrete and steel fireproof building espe-
cially built for warehouse purposes and ideally located to serve
all Northern Iowa and Southern Minnesota territory.

MASON CITY WAREHOUSE CORPORATION

MASON CITY, IOWA

MERCHAN-
DISE STOR-
AGE

• POOL CAR
DISTRIBU-
TION

• PRIVATE
RAIL
SIDING

•

WATERLOO, IOWA

IOWA WAREHOUSE CO.

Fireproof Warehouse

Motor Truck Service

Distributing and Warehousing All Classes of
Merchandises, Household Goods and Automobiles

ATTENTION
ALL READERS

Some of you are not yet
aware that D and W is now
edited primarily for the USER
of public warehouses; the warehouse
customer or prospect.

properly appreciate and cash in on them. If the majority of our distributor readers are as

EVANSVILLE, IND.



With the most modern and most unusual River-Rail-Truck Terminal and Warehouse in the United States.

Located only ninety miles from the country's center of population. Served by six large railroads, many motor freight lines and the American Barge Line, Mississippi Valley Barge Line, Union Barge Line and independent towing operations.

Merchandise and food commodities of every description, from every part of the globe, can conveniently reach, be economically stored, and then efficiently distributed from Evansville.

Write for booklet completely describing the many unusual services available.

MEAD JOHNSON TERMINAL CORP.
EVANSVILLE, INDIANA

"Where Waterway . . . Railway . . . Highway Meet"

FORT WAYNE, IND.



FIREPROOF AND NON-FIREPROOF BUILDINGS.
Pittsburgh, Fort Wayne & Chicago R. R.; Grand Rapids & Indiana R. R.;
Wabash R. R.—Private Sidings—Pool Car Distribution

FORT WAYNE, IND.

PETTIT'S STORAGE WAREHOUSE CO.
"Fireproof" Buildings
STORAGE, TRANSFER, DISTRIBUTION

Located in Center of Business District

We have our own truck line and are equipped to make prompt deliveries
Private siding

HAMMOND, IND.

Members N.F.W.A., Allied Van Lines

JOHNSON
Transfer and Fireproof Warehouse
MERCHANDISE AND HOUSEHOLD GOODS STORAGE
WAREHOUSE and OFFICE: 405 Douglas Str.

INDIANAPOLIS, IND.

"Coburn Service for Efficiency"

HENRY COBURN
STORAGE and WAREHOUSE CO.
Merchandise Storage, Distribution, Trucking
Leased Space—Offices—Low Insurance
Loans on Receipts

(Concluded from page 53)

tribution will halt, as it did for several years in the East.

Maximum distribution will become possible only as the necessary equipment becomes available. Until distribution is more general, the manufacturers of quick-frozen products will not reap the ultimate profits they deserve. And yet they dare not sit by and hope that jobbers and retailers will voluntarily install the equipment. They, and they only, must lead the way. They must make it easy, and profitable, for the retailer to equip his store to handle the goods. Then will these manufacturers profit from all the experimentation and pioneering they have done.

Warehouse Labor Trouble at End in San Francisco

WAREHOUSE labor difficulties at San Francisco, Cal., seemed at an end Feb. 1, when approximately 300 warehouse workers returned to their jobs in three wholesale drug concerns' warehouses, following settlement of the strike which has been on since the middle of December.

About 200 of the men were strikers, the others having been forced out when the companies were compelled to shut down their warehouses.

The basis of settlement involves a 44-hour week, time and one-half for overtime and a basic wage scale of 62½ cents an hour, or approximately \$5 a day, with 70 and 72½ cents an hour for others in higher positions and 75 cents for foremen. The 44-hour week was in effect prior to the strike. The overtime pay is a new feature. The previous rate of pay was approximately \$90 per month. The agreement provided for the reinstatement of six employees alleged to have been discharged by one firm.

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INDIANAPOLIS, IND.

Indianapolis Warehouse and Storage Co.
330 West New York St. Indianapolis, Ind.

Merchandise Warehouse, Brick, Sprinklered, 80,000
Square feet, private siding C.C.C. & St. L. Pool Car Dis-
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CCC & St. L. R.R.

Modern Truck Equipment.

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TERRE HAUTE, IND.

DISTRIBUTORS TERMINAL CORPORATION

Private R.R. Track Capacity 21 Cars connecting with all Lines.
Merchandise Storage and Distribution a Specialty
Pool Cars Solicited

Motor Trucks for Store Door Delivery. Our clients do the selling—We
do the rest. U. S. Licensed and Bonded Canned Foods Warehouse
License No. 12-4.

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ALL MODERN FACILITIES FOR EFFICIENT WAREHOUSING
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MOTOR FREIGHT TERMINAL

For Reputable Freight Lines

DAILY SERVICE IN EVERY DIRECTION

FREE SWITCHING FROM ALL RAILROADS ENTERING CEDAR RAPIDS

Special Warehouse for Farm Machinery and Heavy Equipment

DAVENPORT, IOWA

Including Rock Island and Moline, Ill.

Ewert & Richter Express & Storage Co.

Fireproof Warehouse, on Trackage—in the Business and
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Pool car distribution—Mdse. & H.H.G. with motor truck
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Merchandise and Household Goods Storage
Private Siding—Free switch from any R.R. entering
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Members: A.W.A.—N.F.W.A.—I.W.A.—M.O.W.A.

DES MOINES, IOWA

Member American Chain of Warehouses

Fire
Proof
Ware-
house

MERCHANTS
TRANSFER & STORAGE CO.

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&
Mulberry

TRY OUR SUPERIOR SERVICE

40 years' warehousing nationally known accounts
gives you Guaranteed Service
Daily reports of shipments and attention to
every detail.

DES MOINES, IOWA

ESTABLISHED 1880

White Line Transfer & Storage Co.

120 So. FIFTH AVE. DES MOINES, IOWA

Moving, Packing, Shipping, Consolidators and Forwarders

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MERCHANDISE (All Kinds)

Private Sidings—Free Switching to and From All Lines Entering Des Moines

(Lowest Insurance)

Member: A. W. A., May. W. A., Ia. W. A., Mo. W. A.

MARSHALLTOWN, IOWA

IN THE HEART OF IOWA

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Church Street and First Avenue

Complete Distribution, Trucking and
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56,000 SQ. FT. FLOOR SPACE

Contract Operators for All Rail Lines



25 MOTOR FREIGHT LINES

with overnight service within a radius
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• Twenty-five motor freight lines operating from our terminal
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• Modern reinforced concrete and steel fireproof building espe-
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MERCHAN-
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aware that D and W is now
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of public warehouses; the warehouse
customer or prospect.

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DODGE CITY, KANSAS

JOHN PRESSNEY, Owner and Mgr.

THE DODGE CITY WAREHOUSE CO.

500 TRAIL ST.

MERCHANDISE — HOUSEHOLD
GOODS and COLD STORAGEDistribute Pool Cars. Ship via RI or
Santa Fe Rys.

Member AWAm—Kas MTA



EMPORIA, KANSAS

BAILEY

TRANSFER & STORAGE CO.

MERCHANDISE STORAGE AND
DISTRIBUTION

MEMBER AWA, NFWA

HUTCHINSON, KANSAS

Aero Mayflower—A. W. A.

CODY

Transfer & Storage Co.

Fireproof Warehouse—Merchandise and Household Goods
Private siding — Free switching — Pool car distribution

KANSAS CITY, KANSAS

INTER-STATE
TRANSFER AND STORAGE COMPANY
FIREPROOF WAREHOUSE
18th & MINNESOTA

Packing, Moving, Storing and Shipping. Private Siding

Agent for Allied Van Lines, Inc.

L. J. CANFIELD, Proprietor Telephone Dr. 3420

TOPEKA, KANSAS

Agent for Allied Van Lines, Inc.

TOPEKA TRANSFER and STORAGE Co., Inc.

A.W.A.

Established 1880

N.F.W.A.

FIREPROOF WAREHOUSES FOR MERCHANDISE & HOUSEHOLD GOODS
TWICE DAILY TRUCK SERVICE TOPEKA-KANSAS CITY
CITY-WIDE DELIVERY SERVICEPrivate Switch Connections AT & SF, CRI & P, U.P. and M.P.
Member of American Chain of Warehouses

WICHITA, KANSAS

A Modern Distribution and
Warehousing Service

Brokers Office & Warehouse Co.

Murray E. Cuykendall, Gen. Mgr.

Member of American Chain of Warehouses

WICHITA, KANSAS

Write or Wire

Cassell
TRANSFER & STORAGE CO.

WICHITA, KANSAS

Fireproof Storage and Sprinkler System

WICHITA, KANSAS

UNITED
WAREHOUSE CO.

Merchandise Warehouses

at
TWO BIG

MARKETS



WICHITA, KANSAS — KANSAS CITY, MO.

LEXINGTON, KY.

THE UNION
TRANSFER and STORAGE
COMPANY, Inc.
THREE LARGE
WAREHOUSESFireproof and Non Fireproof. Centrally Located.
Warehouses on Private Sidings. Free Switching Charges.
DISTRIBUTION OF POOL CARS A SPECIALTY
MERCHANDISE AND HOUSEHOLD GOODS
WE FURNISH MOTOR TRUCKS AND TEAM SERVICE
Member American Chain of Warehouses

LOUISVILLE, KY.

Most Centrally Located Warehouse and
Motor Truck Terminal in Louisville.Our
Service
Is Our
Sales
ForceWith a trained personnel and modern facilities
for rendering efficient distribution service.
ASK YOUR CUSTOMERS HERE.

CHESTER BELL, Gen. Mgr.

KENTUCKY TERMINAL WAREHOUSE COMPANY
1101 West Kentucky St. Louisville, Ky.

LOUISVILLE, KY.

LAMPPIN
WAREHOUSE COMPANY

1409 Maple St., Louisville, Ky.

Merchandise Warehouse 50,000 square
feet, Mill Construction, Sprinklered,
private siding P.R.R. Distribution
of pool cars.

LOUISVILLE, KY.

Louisville Public Warehouse Company
25 WAREHOUSES \$750,000 CAPITALLouisville Member
AMERICAN CHAIN—DISTRIBUTION SERVICE, INC.
Gen'l Mds. — H. H. Goods

LOUISVILLE, KY.

Ninth Street Public Warehouse

Warehousing in all its branches
Sprinklered Buildings—Most Centrally Located with Rail and
Truck Sidings. I. C. Railroad.

MAIN AT NINTH

ATTENTION
WAREHOUSEMENJust as surely as you are
now reading this small an-
nouncement, so are hundreds of
your prospects reading it. Do you
know how little this space costs?

intelligent and analytical as you are, perhaps the warehousemen had better look over their

"We've Heard that"—

(Continued from page 17)

of manganese annually; this ore comes from Russia, South Africa, Japan, Norway, British India, Brazil, Morocco, Roumania and Sweden.

Aviation Signs o o o

An ever-growing source of income is afforded by the demand for aviation signs to catch the attention not only of aviators but passengers while they are aloft.

A building with a large roof, especially if flat, along one of the well-traveled air lanes is worth a tidy sum.

A firm in Radio City, New York, has scouts to locate good space, arrange contracts, and devise and install these signs.

Lime Preserves Eggs o o o

By closing the pores of eggshells with lime solution, the contents are kept fresh and the egg may be shipped with less breakage. This process is the latest invention of Faw Yap Chuck, San Francisco.

Frozen Cream to Moscow o o o

For the first time in dairy history, whole cream has been frozen solid in a successful attempt to preserve it for future use. Mrs. J. E. Davies, wife of the new American ambassador to the Soviet Union, discloses she completed an order for 2,000 pints of cream for use in the embassy at Moscow.

The cream for this unusual order was obtained from the Walker-Gordon Co. farm at Plainsboro, N. J., and frozen at the plant of the Frosted Food Co., a subsidiary of the General Foods Corp. The cream was shipped in 2,000 pint containers made of waterproof cardboard. A supply of frozen vegetables was also sent.

Big Ones Get 30% o o o

While half of the business in the United States is done by individuals and unincorporated firms, a large part of the remainder goes to a small number of giant corporations.

Of the profits of all corporations which report their results, more than 30% goes to only 0.06% of the total number. Only 0.15% of the total number of corporations control more than half of all the corporate wealth in the country.

Only sixty-nine corporations in the country had net incomes of \$5,000,000 or more in 1933, but this small group earned nearly one-third of the aggregate for all corporations. Corporations with assets of \$50,000,000 and more received 36% of the total profits. Corporations having assets of \$1,000,000 and more, although representing only 6.2% of the total reporting earnings, realized 79% of the aggregate corporate profits.

A Babson Prediction o o o

Roger W. Babson, economist, predicts that nearly every line of business will enjoy good gains in both volume and profits, with the heavy industries showing the greatest percentage improvement. Forecasting further, he states that general business will be around 8% above today's figures when next December rolls around.

(Continued on page 58)

ALEXANDRIA, LA.

ALEXANDRIA IN THE HEART OF LOUISIANA

Bonded Brick & Concrete Warehouse. Storing, Packing, Pool Car Distribution. Agents Aero Mayflower Transit Co. Private Sidings L.A.S., P.R.R. Ry.

Carnahan's Transfer & Storage

Member of A.W.A.-May W.A.-S.W.A.

MEMBER

MAYFLOWER

WAREHOUSEMEN'S ASSOCIATION

NEW ORLEANS, LA.

R. W. DIETRICH, President

Importers' Bonded Warehouse

(Member of A.W.A.)

and

Bienville Warehouses Corporation, Inc.

(Member of A.C.W.)

Office, 340 Bienville St.

NEW ORLEANS, LA.

Complete Warehousing and Distribution Service for New Orleans and its territory.

200,000 square feet of storage space with track room for 30 cars at one placement. Licensed by and bonded to the State of Louisiana and the U. S. Government.

New York Representative
MR. J. W. TERREPORTE
250 Park Avenue
Telephone: Plaza 3-1235

Chicago Representative
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53 W. Jackson Blvd.
Telephone: Harrison 1496

NEW ORLEANS, LA.

E. B. FONTAINE, Pres. & Mgr.

Commercial Terminal Warehouse Company

INCORPORATED

Modern Merchandise Warehouses

A dependable agency for the distribution of merchandise and manufactured products.

Storage Cartage Forwarding Distributing
Bean Cleaning and Grading Fumigating

Office 402 No. Peters Street

NEW ORLEANS

LOUISIANA

NEW ORLEANS, LA.

Douglas Shipline Storage & Douglas Public Service Corps.



New Orleans, La.

Sprinklered storage—1,050,000 square feet.
Mdse. and Furniture.
Switch track capacity—60 cars.
Nine warehouses convenient to your trade.
Loans made against negotiable receipts.
Trucking Department operating 55 trucks.
Insurance Rates 12c to 22c.

Represented by
Distribution
Service, Inc.
New York Chicago
San Francisco

NEW ORLEANS, LA.

NEW ORLEANS, LA.

2nd PORT, U. S. A.

All cement warehouses, low insurance, low handling costs.
Located on Mississippi River—Shipline connection.
Electrical unloading and piling devices provided to eliminate damage in handling.
Excellent switching connections, with all lines entering New Orleans.
INDEPENDENT WISE CO., Inc.
New Orleans, La.

equipment and their advertising copy if they wish to attract more business from your type of

NEW ORLEANS, LA.

PELICAN STORAGE & TRANSFER
201 NORTH FRONT ST.

Complete Warehousing & Distribution Service.
Low Insurance . . . Switch Track Facilities
Motor Freight Terminal . . . Fumigation

NEW ORLEANS, LA.

Shipside Storage Company, Inc.

Commodity Warehouses

Mississippi River at St. Maurice Avenue Wharf

State Bonded

Low Insurance

Storage and Distribution in all its phases.

NEW ORLEANS, LA.

Standard Warehouse Co., Inc.
100 Poydras St., New Orleans, La.

Represented by

Associated Warehouses, Inc.

CHICAGO
Paul O'Dea
Franklin 6363NEW YORK
A. E. Hoff
Penn 6-5245

Complete Warehousing Service



SHREVEPORT, LA.

Terminal Warehouse & Transfer Co., Inc.

Office 629-31 Spring St.

Merchandise and Household Goods Warehouse, sprinklered,
40,000 square feet; private siding on K.C.S. Distribution of
Pool Cars. Transfers Household Goods.

Member of A.W.A.—May W.A.—S.W.A.

BANGOR, MAINE

Agents for Allied Van Lines, Inc.

McLAUGHLIN WAREHOUSE CO.

Established 1875

Incorporated 1918

General Storage and Distributing

Rail and Water Connection—Private siding

Member
American Chain of Ware-
houses
American Warehousemen's
Association
National Furniture Ware-
housemen's Association



PORTLAND, MAINE

Atlantic Storage & Warehouse, Inc.

P. O. Box 784

71 Kennebec Street

Warehousing and Distribution of General
Merchandise except
goods detrimental to foodstuffs

Modern, fireproof construction

Sprinkler system protection

Insurance rate 16½c

Free switching with all railroads

Storage in transit privilege on flour, canned
goods, potatoes, paper and paper bags

Warehouse space for rent, office or desk room



(Continued from page 57)

Mr. Babson claims also that skilled workers are going to demand, and get, higher pay in 1937. While total employment should increase perhaps 5% to 8%, wage rates should be stepped up by at least that amount or more on the average. Payroll totals should show a rise of not less than 10%. This means either a marking up of selling prices or a cutting of profit margins.

Motorships o o o

An order for two Diesel general cargo carriers has been placed by Ford Motor Co. These are of a special design for use on the New York State Barge Canal and the Great Lakes.

Tonnage in the Air o o o

Planes of 100 tons will be common in the next five years and will cross every ocean, according to prediction. Enough is now known of airplane design and construction, it is claimed, to make possible the building of aircraft weighing 1,000,000 pounds and capable of carrying 1,000 passengers.

Some experts are also predicting that spark-ignition engines will soon outstrip the Diesel engine in economy of fuel consumption.

Sugar Products o o o

Spot-stocking is reported on the down trend by our sugar product company which today is using 50 warehouses in Virginia, the Carolinas, eastern Tennessee and Florida. This trend downward is explained as being due to three causes—expense; increased taxation on stocks; and competition. The larger cities are being used because of economy, service and sales policy. Last year this company placed spot stocks at 60 points. Invert sugar and liquid sugar, recent developments, have resulted in some use of warehousing.

Canned Food o o o

A national distributor of canned food is now using 40 warehouses as against 46 last year. Broader distribution is expected as a result of a national sales campaign being planned. Spot stocks are up because of freight savings, it is stated; and because many of these stocks are placed in small-city warehouses, as stop-in-transit cars are being used more than formerly.

Shelled Pecans o o o

In its effort to increase distribution, a company dealing in shelled pecans has increased its spot stocks in 18 cold storage warehouses as against 11 last year. At present this company uses warehouses in Massachusetts, Maryland, New York, Ohio, Michigan, Wisconsin, Minnesota, Pennsylvania, Utah, Washington, District of Columbia, Colorado and Nebraska.

Fibre Wallboard o o o

Attributing an increase in business to the F.H.A. loans and general improvement a fibre wallboard producer spotting stocks in the Southeast has increased the number of warehouses used from 10 last year to 13 at the present time. More stop-in-transit cars are being used than formerly, resulting in more spot stocks in small-city warehouses. This company is placing new products on the market and will distribute them through warehouses.

Beverage o o o

One large carbonated beverage concern has increased the number of warehouses used from 26 last year to (Continued on page 61)

organization. And if you, Mr. Warehouseman, already have first-class equipment, let the world

BALTIMORE, MD.

For Details See Directory Issue
Distribution and Warehousing
BALTIMORE FIDELITY WAREHOUSE CO.
T. E. WITTERS, President
Baltimore's Most Modern Merchandise Warehouses
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Pool Car Distribution—Storage—Forwarding
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BALTIMORE STORAGE CO., INC.
N. W. Cor. Charles and 26th Sts.
MODERN FIREPROOF WAREHOUSE. EVERY FACILITY FOR
THE HANDLING OF YOUR SHIPMENTS.
Exclusive Agents Maryland and Vicinity for
AERO MAYFLOWER TRANSIT CO.
Vans Coast to Coast Canada and Mexico

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Operating Terminal Warehouses on Tracks of
The Baltimore & Ohio Railroad Co.
Storage—Distribution—Forwarding
Tobacco Inspection and Export—Low Insurance Rates
Consign Via Baltimore & Ohio Railroad

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Main Office: 400 Key Highway Established 1898
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TRANSFER AND STORAGE CO.

Offering the most complete Moving, Hauling and Freight Service in Baltimore
Handling Distribution of Nationally Known Products for 38 Years
Fleet of Delivery Trucks Covering City and Vicinity Twice Daily
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STREETS

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Private siding handling CL shipments via B&O,
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STORING SHIPPING
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Low insurance rate, direct truck connection N. Y., N. H. & Hartford R. R.
General Merchandise. Storage and distribution. Negotiable and Non-negotiable
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GENERAL MERCHANDISE STORAGE

Free and Bonded Space — Pool Car Service

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32 Separate Fireproof Stores.
140,000 sq. ft. Free and Bonded Space.

DISTRIBUTION

Pool Car Service, Forwarding,
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Office Space Available.

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Pool Car Distribution Specialists for New England
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600,000 Sq. Ft. FLOOR SPACEMODERN BUILDINGS COMBINED
WITH A COMPLETE SERVICE FOR
THE STORAGE AND DISTRIBUTION
OF GENERAL MERCHAN-
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FOR RENT OR LEASE

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Local and Long Distance Furniture Moving

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DIRECT R.R. SIDING

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DISTRIBUTORS**D and W is edited for
you. Follow the ever-chang-
ing trends in distribution. Tell
us what you like editorially and what
you don't like.

expect our distributor subscribers to invest their money with you. Another traffic manager,

(Continued from page 58)

It is conducting sales campaigns in certain markets and contemplates as a result the use of more warehouse spot stocks. Spot-stocking by this company has increased because its customers are buying more frequently in smaller lots.

Burial Vaults o o o

An increased demand for quick local deliveries has forced a metal vault manufacturer to increase its spot stocks. Last year it used 20 warehouses; it is using today 25, many of these in small cities due to greater use of stop-in-transit cars.

Grape Products o o o

Frequent distribution plus an active service in the field has been responsible for an upward trend in its spot-stocking, states a company dealing in grape juice, jams, jellies, etc. Last year it stocked in 36 warehouses; now it is using 45.

L. C. L. Rates Higher o o o

A company using both dry and cold storage warehouses nationally for distribution of dried beans, fruits and vegetables reports that increased L. C. L. freight rates has forced it to ship C. L. and store. Last year the company used only 3 warehouses; it is now using 20, from which trucks are delivering to surrounding territories.

Varnish o o o

Although up to the present all orders have been handled direct, a varnish company is contemplating the use of warehouses because of plans to sell nationally.

Warehousing: Results o o o

A manufacturer of body finish protection and cleaner is contemplating the use of more warehouses, with a national sales campaign now being planned. No warehouses were used a year ago; now the company uses three. It has found that spot-stocking has made for quicker deliveries to its jobbers.

Baking Powder o o o

Convenience to its sales department in having spot stocks in less accessible territory and added volume making more detailed breakdown of distribution profitable have combined to increase the number of spot stocks of a leading baking powder company. The number of warehouses used last year was 28; now 33 are being used. New products to be introduced will be distributed through warehouses nationally.

Pool Cars o o o

One user of 75 warehouses is "compelled to use pool cars because of high warehouse costs." He is using more stop-in-transit cars than formerly. It is expected that more warehoused spot stocks will be carried, if present national sales promotion is successful.

Cigarettes o o o

Cleveland, Detroit and other points are anticipated points to be used for public warehousing by a well-known cigarette company which at present is experi-

(Concluded on page 62)

who distributes a well known brand of cigarettes, says—"Your 1937 Warehouse Directory is

SPRINGFIELD, MASS.

Atlantic States Warehouse and Cold Storage Corporation

385 LIBERTY ST.

General Merchandise and Household Goods Storage
Cold Storage for Butter, Eggs, Poultry, Cheese, Meats
and Citrus Fruits

B. & A. Sidings and N. Y., N. H. & H. R. R. and
B. & M. R. R.

Member { A. W. A.
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Daily Trucking Service to
suburbs and towns within
a radius of fifty miles.

SPRINGFIELD, MASS.

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Hartford Despatch and Warehouse Co.

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STORAGE AND DISTRIBUTION DAILY THROUGHOUT CON-
NECTICUT AND MASSACHUSETTS. PRIVATE SIDING.
SPECIAL FACILITIES FOR MOVING, PACKING AND SHIP-
PING OF HOUSEHOLD EFFECTS. WAREHOUSES AT
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DETROIT, MICH.



Central Detroit Warehouse

Located in the heart of the wholesale and jobbing
district, within a half-mile of all freight terminals.
Modern buildings, lowest insurance rate in city.

Michigan Terminal Warehouse

Wyoming and Brandt Avenues

Modern concrete buildings, fully sprinklered,
serving the west side of Detroit and the city of
Dearborn. Specializing in heavy and light package
merchandise and liquid commodities in bulk. Con-
nected directly with every railroad entering the city.

Central Detroit Warehouse Co.

Fort and Tenth Streets, Detroit, Mich.

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COMMERCIAL WAREHOUSE, INC.

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Located in the heart of Detroit's wholesale and jobbing dis-
tricts. Private siding 8 car capacity on the Mich. Cent. R. R.
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Motor Freight Terminal. Storage and office space for lease.
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Local, regional and storage-in-transit service, offering every facility known to modern distribution.

New
Ultra-Modern
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Continent-wide Connections

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"The Warehouse of Service"

Merchandise Storage—General Trucking

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Private Siding on

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Cartage Agents Wabash and Canadian Pacific Railways

"Your Interests Are Always Ours"

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GENERAL MERCHANDISE STORAGE

Let us solve your warehouse problems in this section—
Specialized Personal Service—We own and operate our own
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DETROIT, MICH.

John F. Ivory Stge. Co., Inc.

MOVING—PACKING—SHIPPING
STORAGE—PRIVATE SIDING

6554 Hamilton Ave., Detroit, Mich.

(Concluded from page 61)

encing increased business. This company uses a few warehouses in the Middle and Far West.

Bakers' Supplies o o o

A baker-supply company which used no warehouses last year is now placing stock in six and expects to broaden out considerably as a result of a national sales campaign being planned. At present it is carrying stocks in the central and eastern regions.

Less Noise: Fewer Errors o o o

One warehouse company has "cashed in" more than anticipated through use of rubber-tired wheels on its floor trucks. They were put on, in place of steel wheels, primarily to conserve flooring—but a plus saving was discovered in the form of error-elimination when loads were being checked.

Such mistakes were frequent when noise drowned the clarity of the figures being called out when a truck passed by. As a result of use of rubber-tired wheels, clerical time in checking stock was minimized.

Imported Canned Beef o o o

Effective Sept. 1, the Pacific Coast-River Plate-Brazil Conference will increase northbound rates on corned beef to Pacific coast ports by \$3 a ton. To United States Pacific coast ports the rate will advance to \$12, while to Vancouver the rate will go up to \$15. The conference will also make effective as of Sept. 1 increases of \$1 a ton in northbound rates on bone products, cocoa beans, coffee and cargo n.o.s.

Higher vessel operation costs necessitate the increased rates, it being reported that stevedoring costs have advanced 42%, crew wages 33% and fuel oil 31%.

Corn Starch o o o

A leading manufacturer who has been supplying the United Kingdom market from its plants in Holland and Belgium will for a number of months to come ship corn starch from the United States to the English market. It is further reported that the shipments of corn starch will reach a total of 17,000 tons.

Arbitration Journal Begins Publication

The Arbitration Journal, a scientific and educational magazine which carries no advertising and is non-profit-making, began publication on Jan. 28 as a quarterly, at 521 Fifth Avenue, New York City, under the sponsorship of a group of business and professional men headed by John Bassett Moore, a former member of the Permanent Court of International Justice.

The magazine is backed by the American Arbitration Association and the Chamber of Commerce of the State of New York in collaboration with the Inter-American Commercial Arbitration Commission. It is international in scope and will supply news and comment on arbitral thought and activity in all parts of the world, the ultimate aim being "to further the cause of peace through commercial arbitration."

Each issue will contain a symposium telling the connected story of arbitration in one particular industry, January's being devoted to insurance.

Fort Worth Firm Expands

Fort Worth Distributing Co., a branch of Dallas Transfer and Terminal Warehouse Co., Dallas, has taken a lease on and has moved into the building at 508 East Seventh Street, Fort Worth. Handsome offices have been installed. The structure is sprinklered.

a decided improvement over the old issues. Please send us an extra copy for our Legal Department.

DETROIT, MICH.

JEFFERSON TERMINAL WAREHOUSE

Detroit 1900 E. Jefferson Ave. Michigan

MERCHANDISE WAREHOUSING and DISTRIBUTION

Our reinforced concrete building, centrally located, assures very prompt delivery of goods to our patrons' customers. Desirable offices for rent. Quick service on pool cars. Prompt reshipments and city deliveries by our own motor trucks.

DETROIT, MICH.

"Located Heart Jobbing District"

RIVERSIDE STORAGE & CARTAGE CO.

Cass and Congress Sts., Detroit, Mich.

54 Years' Satisfactory Service

HOUSEHOLD GOODS AND MERCHANDISE STORAGE
MOVING — PACKING — SHIPPING
PERSONAL SERVICE GUARANTEED

Members A. W. A.—N. F. W. A.

DETROIT, MICH.

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STORAGE AND MOVING, PACKING AND SHIPPING

Agent for Allied Van Lines, Inc.

DETROIT, MICH.

LEONARD-DETROIT STORAGE CO.

Established 49 Years

STORAGE WAREHOUSES ALL OVER DETROIT

Local and Long Distance Removals
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WATER AND SMITH STS.

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SPRINKLERED RISK — G. T. TRACKAGE

GRAND RAPIDS, MICH.

A COMPLETE WAREHOUSING AND
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COLUMBIAN STORAGE & TRANSFER Co.

Approximately 75% of All Commercial Storage
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NEW YORK ALLIED DISTRIBUTION INC. CHICAGO
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Servicing
GREATER
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United States Warehouse Company
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Chicago -- Dallas -- Detroit -- Kansas City.

CHICAGO DALLAS DETROIT KANSAS CITY

LANSING, MICH.

"Center of Michigan"

FIREPROOF STORAGE CO.

H. H. HARDY, Manager

SERVICE—SAFETY—SATISFACTION—GUARANTEED

MOVE—PACK—CRATE—TRANSFER

FIREPROOF WAREHOUSE—PRIVATE SIDING

Merchandise Storage—Pool Car Distribution

Member of A. W. A.

LANSING, MICH.

LANSING STORAGE COMPANY

The only modern fireproof warehouse in
Lansing exclusively for household storage.

RUG—TRUNK—SILVER VAULTS

WE KNOW HOW

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BRANCH HOUSE SERVICE

... AT WAREHOUSE COST

● It is possible here to secure the same high-grade service you would expect in your own branch warehouse, but at less expense and without worry or trouble.

● Saginaw is a distribution point for Northeastern Michigan. Every merchandise warehouse facility is available at Central-Warehouse Co.

● Merchandise storage, cartage, pool car distribution, daily direct service to all points within 75 miles by responsible carriers.

CENTRAL-WAREHOUSE CO.

1840 No. Michigan Avenue
SAGINAW, MICHIGAN

MANKATO, MINN.

BEN DEIKE**Transfer and Storage***We Guarantee Safety, Security and Satisfaction*

General office, 402-404 Pike St.

Merchandise and Household Goods — Bonded Warehouses
Long Distance Truck Service—Your Goods Insured in Transit

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ANCHOR WAREHOUSE, Inc.
BONDED - FIREPROOF WAREHOUSEExceptional Facilities—Modern Offices
Efficient Service, Free Switching from All Railroads
Ideally located in the heart of the Wholesale
and Shipping District
Offering a complete Warehousing and Distribution Service
Inquiries Solicited
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WAREHOUSE COMPANY
*Complete Distribution Service***MINNEAPOLIS**

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Operating 200,000 square feet of modern, low insurance rate space. Protected by A.D.T. fire alarm system. Private railroad sidings on G.N. and C.B.&Q. Motor trucks for prompt store-door delivery.

**ST. PAUL**

8th & Johns St.

Operating 150,000 square feet of modern reinforced concrete space, with sprinkler protection. Private railroad sidings on G.N. and C.B.&Q. Motor trucks for prompt store-door delivery.

ST. PAUL, MINN.

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The Northwestern
TERMINAL
PUBLIC BONDED WAREHOUSE

WITH COMPLETE FACILITIES

OPERATING OFFICE: 600 Stinson Boulevard, Minneapolis, Minn.
Members, Minn. W.A.

MINNEAPOLIS, MINN.

MERCHANDISE STORAGEFor Distribution Throughout the Entire Northwest
200,000 Square Feet—Free Switching—Centrally Located
—Bonded—Fireproof—Milwaukee, Minneapolis, and St. Louis Trackage
100 trucks available for pick up and delivery service.**UNITED WAREHOUSES, INC.**

708 South Third St. Minneapolis, Minn.

ROCHESTER, MINN.

903 6th St., N. W.

Phone 5236

CAREY TRANSFER & STORAGEBonded Warehousemen
Complete Warehouse Facilities for Storage and Distribution
MERCHANDISEExperienced Organization and Equipment for
MOVING, PACKING AND STORING
HOUSEHOLD GOODS

Modern Buildings, Private Siding COWBR Co.

MOTOR TRUCK SERVICE

Assoc. Minn. N.W.A.—Mayflower Warehousemen's Assn.

ST. PAUL, MINN.

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Represented by
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Phone: Sutter 3461

And Central Warehouse Company's name is most appropriate. Twelve minutes is the actual trucking time from our warehouses to the heart of each thriving city! An ideal location to serve both cities and the Northwest from ONE stock with utmost speed and economy.

An ideal location for your mid-western branch office . . . where you can enjoy complete facilities and service without investment. A.D.T. watchman supervision. Storage of all kinds. One building is devoted to cold storage exclusively.

Direct connections with all lines entering the Twin Cities. Extensive trackage and free switching. No drayage charges on rail shipments. No telephone tolls from either city. Pool cars distributed. Local truck delivery. Negotiable receipts. State bond \$50,000.00. \$2,000,000.00 investment.

CENTRAL WAREHOUSE COMPANY

739 Pillsbury Avenue

St. Paul, Minnesota

Phone: Nestor 2831

ST. PAUL, MINN.

Agents for Allied Van Lines, Inc.

Special attention given household effects of your officials and employees moved from or to St. Paul.

HOUSEHOLD GOODS STORAGE MERCHANDISE STORAGE

Complete Branch House Service

FIDELITY STORAGE AND TRANSFER CO.

Office 126 E. 4th St.

St. Paul, Minn.

JACKSON, MISS.

MEMBER

**RICKS STORAGE CO.**

BONDED WAREHOUSEMEN

Complete Warehouse Facilities for Storage and Distribution
MERCHANDISEExperienced Organization and Equipment for
MOVING, PACKING AND STORING
HOUSEHOLD GOODS

Modern Buildings, Sprinklered, Private Siding ICBB Co.

Low Insurance Rate

MOTOR TRUCK SERVICE

VICKSBURG, MISS.

MAXIMUM SERVICE AT MINIMUM COST.

Z. B. SCHWARZ & COMPANYTHE WAREHOUSE WITH A BONDED REPUTATION
FOR QUALITY SERVICE

Centrally Located to Serve both Louisiana and Mississippi

MODERN, SPRINKLERED BUILDING, MOTOR FREIGHT DEPOT.
PRIVATE SIDINGS I.C.R.R.

Let us refer you to some of the Nationally Known Manufacturers whom we have served for a number of years. We have the answer to your tax problems, too.

in our 1937 Directory. Other organizations are ordering extra copies for their branches

Waterways and Terminals

(Continued from page 21)

bushels, of which 203,664,763 bushels came forward from the Canadian ports of Fort Williams and Port Arthur. The shipment of wheat from all ports amounted to 189,877,144 bushels.

Montreal Has Best Year in Shipping Since 1928

THE Port of Montreal in 1936 had its greatest season in ocean shipping since 1928, according to figures made public by Captain Robert C. Brown, Port Warden. An increase of 552,369 tons over 1935 was marked in net tonnage of ships entering port from overseas, the lower St. Lawrence River and Gulf ports. The number of ships increased by 149, and gains were indicated in 21 of 31 outward cargo items.

Greatest cargo increase was in wheat. A total of 7,528,649 bushels were cleared, a gain of 29,528,645 over the 1935 figures. The grain shipments were reflected in a greater number of tramp steamers leaving the port fully loaded. The tramps increased from 10 to 201.

From overseas, 1,133 vessels of an aggregate tonnage of 4,403,508 entered port, increases of 116 ships and 44,485 tons. Vessels from Gulf and lower river ports totaled 415 of 854,245 tons, a rise of 33 vessels and 107,884 tons.

Inbound cargoes showed gains in general and bulk cargoes and in crude oil. Inward coal and gasoline cargoes decreased slightly in total, though coal shipments from Canadian points increased by six.

Wood Pulp

BRIEF filed by the Baltimore Association of Commerce contains interesting figures on increased woodpulp imports through Montreal and corresponding losses of woodpulp traffic through Baltimore. These statistics follow:

Montreal %
of

	Montreal	Baltimore	Baltimore
1929	15,865	300,114	5
1930	28,067	311,036	9
1931	50,619	262,957	19
1932	106,517	217,004	48
1933	186,959	218,855	85
1934	208,229	199,345	104
1935	299,787	185,239	162

The rail carriers and the port groups also defended practices in connection with woodpulp traffic, no charge being made for wharfage or handling where the traffic moves at a rail rate of 9 cents per 100 pounds or higher. Free time of 15 days is allowed, after which storage charges are levied at 15 cents per net ton for the first 30 days or fraction thereof and 5 cents per ton for each succeeding 10 days or fraction thereof.

New York State Barge Canal

THE New York State Barge Canal set a new record in 1936 with an increase of 525,034 tons for the season. The total was 5,014,206 tons, compared with 4,489,172 tons in 1935. Larger and new type boats as well as a general increase in business conditions were

(Continued on page 66)

JEFFERSON CITY, MO.

TRANSPORTATION WAREHOUSING

Commerce Cartage Co.

Central Missouri's Only Fireproof Warehouse
MOVING AND STORAGE HOUSEHOLD GOODS—LOCAL AND LONG DISTANCE MOVING—WAREHOUSING AND DISTRIBUTION OF POOL CAR SHIPMENTS—WE SERVE TERRITORY WITHIN 50-MILE RADIUS JEFFERSON CITY.

Member of N.F.W.A.—Mo.W.A.

JOPLIN, MO.

SUNFLOWER LINES, INC.

Successors to Tonnies Transfer & Storage Co.

1027-41 Virginia Ave.

Joplin, Mo.

Distribution and storage of merchandise
Fireproof warehouses—Motor van service
On railroad siding—Lowest Insurance rates

PACKING—STORAGE—SHIPPING

KANSAS CITY, MO.

In Kansas City

it's the A-B-C FIREPROOF WAREHOUSE CO.

Distribution Cars are so handled as to carefully safeguard your own interests and those of your customers.

Three Fireproof
Constructed Warehouses

Agents
Allied Van Lines, Inc.

KANSAS CITY, MO.

Merchandise Storage - Low
Insurance Rates - Pool Car
Distribution - Freight Forwarders and Distributors
via rail or daily motor service to entire Southwest.

MEMBER OF
American Chain of Warehouses
American Warehousemen's
Association - Traffic Club
Chamber of Commerce

ADAMS
TRANSFER & STORAGE CO.
"Surrounded by the Wholesale District"
UNION TRUCK TERMINALS
228-236
West Fourth St.

KANSAS CITY, MO.

30TH YEAR

CENTRAL STORAGE CO.

Efficient, Complete Merchandise Warehousing Service

Office—1422 ST. LOUIS AVE.

(West 10th Street)

In Center of Wholesale and Freight House District

KANSAS CITY, MO.

Financing

CROOKS TERMINAL WAREHOUSES

"Kansas City's Finest Warehouses"

LOWEST INSURANCE RATES
BEST RAILROAD FACILITIES
IN THE HEART OF THE FREIGHT
HOUSE AND WHOLESALE DISTRICT

Operating
Brokers' Warehouse, Security Warehouse, Terminal
Warehouse

KANSAS CITY, MO.

Member—A.W.A.—N.F.W.A.

W. E. Murray Transfer & Storage Co.

Pool car distribution - Financing of Stocks
Modern Fireproof buildings on switch track
Shipments forwarded without drayage charge

Kansas City's most advantageous warehouse locations

Main Office: 2019 Grand Avenue See Listing for details

Agent, Allied Van Lines, Inc.

KANSAS CITY, MO.

Established 1903

THE ONLY WAY TRANSFER & WAREHOUSE CO.

1400-10 ST. LOUIS AVENUE

2 WAREHOUSES

Merchandise Storage Office Space
Cartage State Bonded
Pool Car Distribution Sprinklered—ADT Alarm
Track connections all railroads

In the heart of the Freight House and Wholesale District

throughout the country. We haven't named the authors of the foregoing statements or sugges-

KANSAS CITY, MO.

MEMBER: A.W.A.—MIDW.—K.C.W.A.

RADIAL WAREHOUSE COMPANY

Every facility for efficient warehousing and
distribution of merchandise
Track and Truck connections to all points with
Free pickup and delivery service

KANSAS CITY, MO.

Established 1926

THE H. H. SMITH STORAGE CO.

1015-19 Mulberry St.

Merchandise Storage—Drayage—
Pool Car Distribution

Private sidings U.P. and C.B.&Q. Rys.

KANSAS CITY, MO.

UNITED WAREHOUSE CO.
Merchandise Warehouses
at
TWO BIG MARKETS

KANSAS CITY, MO.

RIGHT IN THE MIDST OF BUSINESS—

EVERYTHING YOU NEED IN KANSAS CITY

BUILDING—LOCATION—TRACKAGE—SERVICE—ORGANIZATION

Trucking Connections To All Points with FREE Pickup and Delivery.

WALNUT STORAGE

2020-26 WALNUT ST.

KANSAS CITY, MO.

Represented by Associated Warehouses

ST. JOSEPH, MO.

BONDED AND FREE

TERMINAL WAREHOUSES, Inc.

MERCHANDISE AND COLD STORAGE
LOW INSURANCE

MONEY ADVANCED ON STAPLE COMMODITIES

SEE DIRECTORY PAGE 192

ST. LOUIS, MO.

COLUMBIA
TERMINALS
COMPANY

400 South Broadway

\$3,000,000.00

INVESTED TO SERVE YOU

Merchandise storage with low insurance,
and guaranteed responsibility. Modern
Buildings. Large Fleet of up-to-date
trucks and trailers.

ST. LOUIS, MO.

RUTGER STREET WAREHOUSE, INC.

MAIN & RUTGER STS.

200,000 Sq. Feet of Service

BONDED

Merchandise Storage and
Distribution.Track Connections with All
Rail and River Lines.No Cartage Expense on In
or Outbound L.C.L.
Shipments.

Low Insurance.

**ATTENTION
NON-ADVERTISERS**

The Traffic Manager of
a large New Jersey distribu-
tor advised us that he turned
down the facilities of a mid-western
warehouse because it was not advertised
in D and W. Do you want his business?

(Continued from page 65)

responsible for the unusual large tonnage passing the
State waterway, according to canal officials.

Representative A. F. Beiter, a member of the House
Rivers and Harbors Committee, proposes to introduce
in the coming session of Congress a bill calling for an
appropriation of \$30,000,000 for improvement of the
New York State Barge Canal between Three Rivers
Point and the Niagara River. The expenditure would
be contingent on a \$10,000,000 appropriation by the
State of New York.

Bottle Sails 3,400 Miles

A RESIDENT of Elyria, Ohio, cast overboard in Lake
Erie a sealed pickle bottle that eventually floated
3,400 miles and came back to him. Where do you think
it was located? See the answer at the end of this
column.*

You hear and read a lot about Muscle Shoals power
development. Do you know in what State it is located,
and what river is it on? Answer at end of this column.**

SOO Canal Traffic Record

FREIGHT tonnage through both United States and
Canadian canals at Sault Ste. Marie totaled 60-
528,600 during 1936, highest since 1930's 72,897,762
tons, according to the lock report for the navigation
season just issued. Tonnage for 1935 was 40,293,308.
Great increase was shown in iron ore movements with
47,081,669 tons this year, compared with 29,283,943
last year. Iron ore tonnage was greatest since the all-
time high of 64,000,000 in 1924. Ships passing through
locks this year numbered 15,312, compared with 11,754
last year. Of the 1936 freight, 67,250,896 tons passed
through the United States Canal and 2,774,704 through
the Canadian canal.

River-Lake Erie Canal Success Seen Within Year

A POSSIBILITY of success for the long-dreamed-of
Lake Erie-to-Ohio canal within the next year is
seen by members of Congress advocating the waterway.
The Rivers and Harbors Board of U. S. Army Engi-
neers, members of Congress were advised, hopes to
make a report to Congress within the next few months
on the feasibility of the Beaver and Mahoning River
route. A report on the survey of a route from
Struthers, in the steel and coal district, to Lake Erie
is said to be in the hands of the Pittsburgh district
engineer. It will be reviewed by the Rivers and Har-
bors Board, possibly with public hearings. If a favor-
able report is made before the next session of Congress
adjourns, Ohio members of Congress plan a vigorous
effort to obtain appropriations. A law enacted in 1930
which provides for expenditure of \$37,000,000 on the
Beaver and Mahoning river route as far as Struthers
becomes effective if the U. S. Army engineers report
favorably on the project as a whole. Backers of the
Lake Erie-to-Ohio River canal through the Youngstown
steel district believe that it would intensify industrial
development.

Marine Terminal Operators Elect

OFFICERS for 1937 of the Association of Marine
Terminal Operators, Atlantic Ports, were elected
by the board of directors in session in the Monticello
Hotel, Norfolk. They are: Morrill Wiggins of South
Boston, Mass., president; J. M. Baker of Jacksonville,
Fla., vice-president; Walter P. Hedden of New York
City, vice-president, and Waldo E. Clarke of New
London, Conn., secretary-treasurer. The association
selected Boston as the 1937 convention city, the date
to be named by the board of directors later. Mr. Wig-
gin is president of the Piers Operating Co., located at
the Army Base in South Boston, and of the Massa-
chusetts Warehousemen's Association.

(Continued on page 69)

tions because they didn't give their permission for us to do so. Perhaps they are modest or

COMPETENT

• A one-word description of the personnel of our thirty-two-year old organization, which is operated on the theory that its trained and experienced employees are its greatest asset, despite a large investment in buildings and modern handling equipment.

S. N. LONG WAREHOUSE
ST. LOUIS, MO.

USE LONG SERVICE
from shipper to market

**COMPACT
COMPLETE
COMPETENT**

in St. Louis—Use the

**ST. LOUIS
TERMINAL WAREHOUSE
COMPANY**

SERVICE THAT EXCELS

**Largest INDUSTRIAL WAREHOUSE
ORGANIZATION IN ST. LOUIS**

Six separate warehouses; strategically located to serve any industry conveniently and economically. All warehouses on truck, with both carload and less-carload freight rates applying. Low insurance rates.

LIQUOR Storage U. S. Internal Revenue Bonded, U. S. Customs Bonded and Tax Paid facilities under the same roof

Member of
American Warehousemen's Assn., Midco. Div.
St. Louis Merchandise Warehousemen's Assn.
Midwest Warehouse and Transferrers' Assn.
American Chain of Warehouses, Incorporated

New York Office
250 Park Avenue
Phone 3-1235

GENERAL OFFICES
626 Clark Avenue
St. Louis, Mo.

Chicago Office
53 W. Jackson
Harrison 1496



Our Warehouses protected by ADT Burglary and fire protection.

ST. LOUIS, MO.

Most modern warehouse set-up in St. Louis

Lowest Insurance Rates Twenty-five acres of space
Consolidated freight depot in our building, serving all 15
eastern, western, southwestern trunk lines.
Covered railroad docks, capacity 100 cars daily.
Spacious truck docks facing wide streets to speed up service
locally and beyond.
State and U. S. Customs bonded.
Twenty floors office space in connection.
Our prices comparable with other warehouses in this territory.
Storage available on lease or tariff basis.

ST. LOUIS MART INC.

Warehouse Division.

12th Blvd. at Spruce St. St. Louis, Mo.

HASTINGS, NEBR.



1876

1937

**Borley Storage & Transfer
Co., Inc.**

Pool Car Distribution

**FIREPROOF BONDED
FREIGHT TRUCK CONNECTION TO ALL
OF THE CENTRAL PART OF THE STATE**

LINCOLN, NEBR.

100,000 Sq. Feet
Lincoln, Nebraska
301 N. 8th Street

35,000 Sq. Feet
Grand Island, Nebraska
311 W. 4th Street

SULLIVANS

1889 48 Years of Continuous Service 1937

Merchandise and Household Storage—Pool Car Distribution
General Cartage—Trucking—Assembling

We operate Thirty Trucks and have connections to all points in the State.

Our buildings are clean, both Fire and Non-Fireproof, located on the lines of the C. B. & Q.—Mo. Pacific and Union Pacific with all other lines entering either city, absorbing switching.

We are Bonded by the State—Our Rates are reasonable. We solicit your business and guarantee satisfaction. Investigation invited.

SULLIVANS

Transfer & Storage Co. Grand Island Storage Co.
Lincoln, Nebr. Grand Island, Nebr.



LINCOLN, NEBR.

UNION TERMINAL WAREHOUSE

Concrete fireproof construction. 215,000 sq. ft. storage; 3000 sq. ft. office and display space. Consignments any railroad. Free switching. Low insurance rates. See D. & W. annual Directory.

COMPLETE WAREHOUSING SERVICE

Member: A. C. W.

OMAHA, NEB.

R. J. MAYER, PRESIDENT

CENTRAL STORAGE & VAN CO.

MAIN OFFICE... 1101-13 JACKSON ST.

COMPLETE WAREHOUSING SERVICE

FIREPROOF WAREHOUSE... TRACKAGE... MOTOR TRUCKS

OMAHA, NEB.

Member of N.F.W.A.—A.W.A.

FORD BROS
Van & Storage Co.

maybe the large companies they represent would object. Nevertheless, their statements are

OMAHA, NEB.

GORDON

Storage
Warehouse, Inc.
Merchandise and Household Goods

Four modern, sprinklered warehouses, located on trackage. We handle pool cars, merchandise and household goods. Trucking service. Let us act as your Omaha Branch.

Main Office, 219 N. 11th St.

Member: A.W.A.—N.F.W.A.

Agents for Allied Van Lines, Inc.

OMAHA, NEB.

Member: American Chain of Warehouses, Inc.

KNOWLES STORAGE CO.

901-911 Davenport St.

MERCHANDISE — HOUSEHOLD GOODS

Complete Warehousing and Distribution Service.

Fireproof Building . . . Trackage . . . Motor Trucks

OMAHA, NEBR.

Pacific Storage & Warehouse Co.

1007-9-11 JONES STREET

Merchandise Storage and Distribution — Pool cars solicited
Private Siding — Motor Trucks

Our Warehouse is in the Center of the Jobbing and Business District.

SERVICE THAT SATISFIES IS OUR MOTTO

Members of the Mid-West Warehousemen's Ass'n, American Warehousemen's Ass'n

MANCHESTER, N. H.

Makes Our Warehouse Your Branch Office for
Complete Service in New Hampshire

NASHUA, N. H. McLANE & TAYLOR

CONCORD, N. H. Bonded Storage Warehouses
Offices 624 Willow St.

General Merchandise Storage & Distribution, Household
Goods, Storage, Cold Storage, Unexcelled Facilities.

Pool Car Distribution

Direct R. R. Siding, Boston & Maine R. R.

EAST ORANGE, N. J.

Established 1887 R. T. BLAUVELT, President

Lincoln Storage Warehouses

Bloomfield Office, 75 Main Street Maplewood
Caldwell —Serving— Montclair
Glen Ridge Newark
Irvington All the Oranges Summit

Agents for Aero Mayflower Transit Company.

EAST ORANGE, N. J.

Lowest Insurance Rate in New Jersey

JAMES P. WATSON

Fireproof Storage Warehouses

195-197 McKINLEY AVE.

Storage, Moving, Packing and Shipping of Fine Furniture
General Merchandise, Storage and Distribution

GEORGE L. BARBER, Mgr.

HACKENSACK, N. J.

RUTHERFORD, N. J.

GEO. B. HOLMAN & CO., Inc.

STORAGE — SHIPPING — PACKING
HOUSEHOLD GOODS

Most Modern Equipment in North Jersey
Motor Vans for Local and Long Distance Moving
Operating Holman Warehouses

Members N. J. F. W. A. and N. F. W. A.

Agent: Allied Van Lines, Inc.

HOBOKEN N. J.

HOBOKEN DOCK CO.

General Offices: No. 1 Newark St.

General Merchandise Storage and Distribution
Piers—Railroad Sidings—Factory Space
Correspondence Invited

NEWARK, N. J.

STORAGE

DISTRIBUTION

ESSEX WAREHOUSE COMPANY

950-964 McCarter Highway, Newark, N. J.

Members—A.W.A.—N.J.M.W.A.

We are equipped to perform every service you require. Sprinklered
building . . . Team R. R. siding . . . Private pier. Daily over-night
truck deliveries within 100 miles.

NEWARK, N. J.

MEMBER: N.J.F.W.A. and N.F.W.A.

PACKING!

MOVING!

STORAGE!

—dependable since 1860—

KNICKERBOCKER

STORAGE WAREHOUSE COMPANY

96 to 106 ARLINGTON STREET
Wm. R. Mulligan, Pres.

74 to 76 SHIPMAN STREET
James E. Mulligan, Sec'y and Mgr.

NEWARK, N. J.

Lehigh Warehouse & Transportation Co., Inc.

98-108 Frelinghuysen Ave., Newark, N. J.

Storage and Distribution of
General Merchandise.

Lehigh Valley Railroad siding.
We operate our own fleet of Motor
Trucks making store door
delivery within a radius
of 30 miles.



NEWARK, N. J.

Newark Central Warehouse Co.

General Offices:

110 Edison Place, Newark, N. J.

In the heart of Newark—serving New Jersey and
the entire Metropolitan Area. Sprinklered—low in-
surance rates. Central R.R. of N. J. 30 car siding.
25 motor truck delivery platform. Motor Freight
Terminal. Merchandise automobile storage—branch
office facilities.

POOL CAR DISTRIBUTION.

Member of N.J.M.W.A.

Represented by

Allied Distribution, Inc. — Bay Terminals, Inc.

PLAINFIELD, N. J.



SISSER BROS., INC.

FIREPROOF STORAGE WAREHOUSES

OFFICES: 12-16 GROVE STREET

Somerville, N. J.
128-130 E. Main St.

New Brunswick, N. J.
25 Livingston Ave.

New York City
69 Day St.

Members: N.J.F.W.A. and N.F.W.A.

New Jersey's Largest Moving and Distribution Specialists

valuable to you and to us. By respecting their confidence we gain yours, if, or when you

(Continued from page 66)

Montreal Longshoremen Sign for 1937

THE National Independent Union of Longshoremen, ruling labor body on the Montreal waterfront since this spring, will continue to load and unload ocean vessels at the port of Montreal next season. J. B. Labelle, president of the union, announces that the contract between the longshoremen and the Shipping Federation of Canada, signed by both parties this year, has been automatically renewed up to and including Dec. 31, 1937. Offices of the Shipping Federation confirmed the renewal.

Baltimore Top Wharfage

EFFECTIVE Feb. 1, the Baltimore railroads are establishing a top wharfage charge of 50c. per net ton, or fraction thereof, against all non-rail haul waterborne traffic moving over their pier terminals, except traffic switched between piers and private tracks. The present top wharfage charge is 12c. per ton, in addition to which a handling charge of 50c. is generally assessed.

Toledo Coal Docks Busy

FORTY-SEVEN per cent of all coal sent northward from Lake Erie ports in 1936 left Toledo docks. A total of 21,102,620 tons was dumped into vessels. The Chesapeake & Ohio docks broke all lake records, with 12,907,488 tons shipped.

Does the Ohio River Carry a Large Amount of Freight?

THE Ohio and its tributaries have 2,300 miles of navigable waters. Coal from Pennsylvania, West Virginia and Ohio, building stone and grain and other farm products, iron, steel, clay and lumber products, make a large amount of freight which is carried over the Ohio and its tributaries. The average annual amount of freight is over 15,000,000 tons, with a large increase for 1936 over these figures.

South Jersey Shipping at New High During '36

SHIPPING boomed to a new high in south Jersey ports in 1936, the South Jersey Port Commission reports.

At the Camden marine terminals 221,668 tons of cargo, an increase of 21% over 1935, were handled, while 359 ocean carriers were berthed. A decline from 83,394 tons to 79,784 tons at the Trenton terminal was blamed on ice and flood conditions which blocked navigation on the Delaware.

The Commission, in its eleventh annual report, recommended \$5,000 be appropriated to maintain navigation from Trenton to the sea during periods of ice and flood.

Fjell Line Lake Service

THE Fjell Line will increase its services from the Great Lakes and Montreal to Liverpool, Manchester and Norway by approximately 50%. The service was put on several years ago and during the 1936 season ten ships were scheduled but an extra sailing brought the total to eleven. This year fifteen are scheduled, and it is believed that there may be sixteen. The first ship for Montreal will clear from Stavanger around April 5, reaching there April 21. Then she will call at Toronto, Cleveland, Detroit, Milwaukee and Chicago.

(Concluded on page 70)

SOUTH ORANGE, N. J.
NEWARK, N. J.



"Serving Metropolitan New Jersey"
SOUTH ORANGE STORAGE CO., INC.

STORAGE - MOVING - SHIPPING - LIFT VANS

— MEMBER —

N.J.F.W.A., N.F.W.A., A.V.L., N.J.R.C.A.
219 Valley St., South Orange 2-4000

ALBUQUERQUE, N. M.

Est. 1912

F. D. SHUFFLEBARGER,
Pres.

H. E. DALTON,
Sec. & Treas.

Shufflebarger Transfer & Storage Co., Inc.

200 E. Central Ave.

Two Modern Brick Warehouses for the Storage and Distribution of Merchandise and Household Goods
Distribution of Pool Cars. Transfer of Household Goods
Members of AWAM—SWA

ALBANY, N. Y.

**Albany Terminal & Security
Warehouse Co., Inc.**

Main office: 1 Dean Street

Storage for every need. Pool cars a specialty. Available storage space for rent if desired. Direct track connections with all railroads running into Albany.

Member of
American Chain of Warehousemen
American Warehousemen's Association

ALBANY, N. Y.



Central Warehouse Corporation

Colonie and Montgomery Sts.

Albany, N. Y.
Telephone 3-4101

General Merchandise — Cooler and sharp freezer Cold Storage; also U. S. Custom Bonded space available. Office and storage space for lease. Fireproof construction with very low insurance rate. Storage in Transit privileges. All classes of modern warehouse and distribution service rendered.

**COLD STORAGE — DRY STORAGE
DISTRIBUTION**

decide to send us something for publication. Our original thought was that not more than

ALBANY, N. Y.

JOHN VOGEL Inc.FIREPROOF WAREHOUSES
OFFICES, 11 PRUYN ST.HOUSEHOLD GOODS - STORAGE AND SHIPPING.
FLEET OF MOTOR TRUCKS FOR DISTRIBUTION OF ALL KINDS
POOL CAR DISTRIBUTION OF MERCHANDISE
YOUR ALBANY SHIPMENTS CAREFULLY HANDLED
Collections promptly remitted

BINGHAMTON, N. Y.

JOHN B. SOUTHEE, Inc.Moving — Trucking — Storage
Long Distance MovingMember of
National Furniture Warehousemen's Association
Central New York Warehouse Association
Chamber of Commerce

Phone—Bingh: 4391-4392 Office: 178 State Street

BINGHAMTON, N. Y.

YAGER WAREHOUSE

Offices 84-94 Lewis Street

General Merchandise Storage and Distribution

In the center of Binghamton's wholesale district. D. L. & W. siding.
Sprinklered Building. Low Insurance Rate. All Commodities. Ideal
branch office facilities.

BRONXVILLE, N. Y.

GRAMATAN WAREHOUSE, Inc.

9 Park Place and 100 Pondfield Road

Established 1920

Fireproof Warehouse 50,000 Sq. Ft.
Moving—Packing—Shipping

Consign C.L. and L.C.L. Shipments via N.Y.C.R.R.

Member of N.F.W.A.—N.Y.F.W.A.—N.Y.S.W.A.

Agent for Allied Van Lines, Inc.

BROOKLYN, N. Y.

RIVERFRONT WAREHOUSES

BOWNE-MORTON'S STORES, INC.

611 SMITH ST. (on Gowanus Canal) Tel. CUMberland 6-4680

FREE AND BONDED WAREHOUSES

LICENSED BY COCOA, RUBBER AND METAL EXCHANGES.

N. Y. City Office: 57 Front St. Tel. BOWling Green 9-0780

DISTRIBUTION BY

BROOKHATTAN TRUCKING CO., INC.

57-59 Front St., N. Y. City, N. Y.

BROOKLYN, N. Y.

**EAGLE WAREHOUSE
AND STORAGE COMPANY**

28 Fulton Street

Brooklyn, N. Y.

We specialize in shipments from correspondents, collections handled.
Our strictly fireproof building is ideally equipped for storage of
household goods and valuables.
We pack goods for shipment, and have a fleet of vans for prompt
deliveries.

Agents for Allied Van Lines, Inc.

BROOKLYN, N. Y.

Within the Lighterage Limits of New York Harbor

GREENPOINT TERMINAL CORPORATIONFREE AND BONDED WAREHOUSES
STEAMSHIP PIERSFronting on East River, Foot of Greenpoint Ave., Milton, Noble and
Oak Sts. Lowest storage, cartage, labor, lighterage and wharfage. Rates
quoted on request.

MILTON AND WEST STREETS, BROOKLYN, NEW YORK



(Concluded from page 69)

She will leave Montreal about May 17 and arrive in
Liverpool May 31.**Mileage Chart of the Inland Waterways**

A VALUABLE mileage chart of navigable inland
waterways covering Ohio River, upper and lower
Mississippi River, Louisiana and Texas intra-coastal
waterway and other miscellaneous rivers is being issued
with the compliments of the Union Barge Line Cor-
poration, Pittsburgh. Send for your copy.

Answers:

* The bottle floated through Lake Erie, Lake Ontario,
St. Lawrence River and North Atlantic to far away
St. Simon's Island, off the Georgia coast, and was re-
turned by John Russell, of Decatur, Ga.

**State of Alabama—on the Tennessee River.

**Death Takes W. Clive Crosby,
New York City Warehouseman**

W. Clive Crosby, president and a director of Fidelity
Warehouse Company, Inc., New York City, since 1903,
and a past president of the Warehouseman's Associa-
tion of the Port of New York, died of a heart attack
in the Pennsylvania Railroad station in New York on
Jan. 29 while on his way to his office, 82 Wall Street,
from his home at 310 Shore Road, Douglas Manor,
Queens. He was 65 years old.

President also of Newark Wharf & Transportation
Co. and of Acker & Co., Inc., Mr. Crosby was born in
Darien, Ga. Formerly he lived in East Orange, N. J.,
and served as a member of the New Jersey Assembly,
being its speaker at the time Woodrow Wilson was New
Jersey's governor. He was a leader in the fight against
ratification of the Eighteenth Amendment, and during
NRA days was chairman of the warehousing trade's
tariff committee.

Mr. Crosby served on various committees of the
Merchants Association of New York and was a mem-
ber of the New York Board of Trade. He was active
in civic affairs in Queens and was a past president
of the Douglastown Civic Association. He was a thirty-
third degree Mason.

Mr. Crosby is survived by his widow, Phoebe; a son,
W. Clive Crosby, Jr., and two daughters.

Tribute to Harry S. Hall

The Western Fruit Jobbers' Association at its an-
nual convention, at Detroit in January, presented a
beautiful floral piece which was placed on the grave of
the late Harry S. Hall, who was manager of the Grand
Trunk Railway Terminal & Cold Storage Co., Detroit.
At the time of his passing Mr. Hall was president of
the Association of Refrigerated Warehouses, a division
of the American Warehousemen's Association.

W. E. Anderson, Topeka, was elected the jobbing
group's president.

Hugh M. Freer Dies

Hugh M. Freer, vice-president of Standard Brands,
Inc., in charge of traffic, died Feb. 11, after a heart
attack. He was 68 years old. Mr. Freer up to 1907
had been active in the railroad industry. He then joined
the Fleischmann Yeast Co., becoming traffic manager
in 1925. Four years later when the company merged
with several other food manufacturers to form Stand-
ard Brands, Inc., he was appointed vice-president. He
directed the delivery system of 3,500 vehicles through
some of the most severe floods and earthquakes in the
history of the United States, and during the recent
Ohio and Mississippi flood was able to supply every
demand for fresh yeast and coffee.

twelve of you a year could be represented here, but it is now evident that at least that many

BROOKLYN, N. Y.

Established 1860



Peter F. Reilly's
Fireproof Warehouses

491-501 Bergen St.
"First Moving Fans in America"
Modern Depository for the Storage of
Household Goods

BUFFALO, N. Y.



LEONARD
WAREHOUSES

Offices, 163 Georgia Street
Member of N.Y.A.—Mayflower W.A.

BROOKLYN, N. Y.

WILLIAM H. STRANG WAREHOUSES
Inc.

Established 1875
900-910 Atlantic Avenue 892-898 Atlantic Avenue
Packing, Shipping, Moving and
Storage of Household Goods
N. Y. F. W. A.—N. F. W. A.

BUFFALO, N. Y.

OUR JOB

is to handle your merchandise just as you would do it. We are serving many nationally known accounts with complete satisfaction. We will satisfy you.

THE MARKET TERMINAL WAREHOUSE

Schoellkopf & Co., Inc.
102 Perry St.
Represented by Associated Warehouses, Inc.
New York and Chicago

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OUR WAREHOUSES ALL FIREPROOF
Household Goods—General Merchandise—Regular Trips—
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Members B.W.A.—N.F.W.A.

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Western New York and Canadian Points by our own large
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POOL CAR DISTRIBUTION
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subjects and ideas can be used each month. Nor did we expect such an immediate response or

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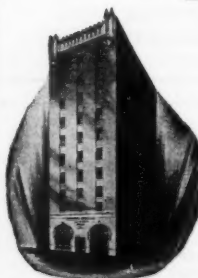
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Triumph by Warehousing Over Railroads in Ex Parte 104, Part VI; ICC Orders Carriers to Cease Below-Cost Practices

PUBLIC cold storage and merchandise warehousing won a conclusive victory in its long legal tilt with American railroads when on Feb. 2 the Interstate Commerce Commission ordered trunk line carriers serving the Port of New York to cease and desist, not later than April 15, engaging in the storage and handling of goods for, and the selling of insurance to, their shipper-customers at rates and charges which are non-compensatory.

This triumph by the storage industry is the outcome of ICC's Ex Parte 104, Part VI, which, titled "Warehousing and Storage Property by Carriers at Port of New York," involved complaints filed with the Commission in 1933 by the Warehousemen's Protective Committee headed by T. A. Adams, Sr., chairman of Manhattan Refrigerating Co., New York, and since pressed relentlessly by the committee through its counsel, John J. Hickey, Washington attorney.

Although, at the hearings held by the Commission, the cold storage operators in the Port introduced testimony and figures to show they had suffered business losses aggregating millions of dollars, the effects of the Commission current order will be felt not at New York alone. Mr. Hickey contended throughout that the warehousing trade both at other ports and at interior cities was being adversely affected by the practices indulged in by the trunk lines entering New York, and that the situation accordingly was one national in character and not one local to New York.

Effect Widespread

Discussing the case while at the Chicago convention of the American Warehousemen's Association early in February, A. Lane Cricher, Washington counsel for the A. W. A.'s merchandise division, reiterated before that group that the warehousing trade outside of the Port of New York is vitally affected by the Commission's order. Mr. Cricher foresaw the possibility of (1) legal tests to determine whether the Courts would uphold the order; and (2) subsequent efforts by warehousing to have the principles set forth in the order effectuated throughout the country.

The merchandise division at its concluding business session adopted the following resolution:

"It is the policy of the Merchandise Division, AWA, that we endorse the principles enunciated by the Interstate Commerce Commission in its recent decision in Ex Parte 104, Part VI, relative to railroad warehouses at the Port of New York and believe that these principles should be made equally applicable to all other warehouses in the other sections of the country, whether they be owned by railroads, steamship lines, or by political subdivisions."

The ICC order of Feb. 2 directed the seven respondent carriers—Baltimore & Ohio, Central of New Jersey, Delaware, Lackawanna & Western, Erie, Lehigh Valley, New York Central and Pennsylvania—to proceed as follows:

1. To cease and desist, by April 15 and thereafter,

(Continued on page 74)

NEW YORK, N. Y.

Fireproof Storage Warehouses

**Dunham & Reid
Inc.**

The storing, packing, moving and shipping of Household Goods and Art objects is attended to on a basis of quality. Dunham & Reid Service surrounds the shipper at all times with a greater margin of Safety and Security. Low insurance rates. Prompt remittances. Located in the heart of New York.

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Simplicity In Distribution In The Metropolitan Area

We say simplicity because our location—a midtown location with B. & O. sidings—the lowest insurance rate on Manhattan Island—a perfected distribution service—make ease and quickness of delivery possible.

Concrete building, supervised sprinkler system throughout. Inbound and outbound carload shipments handled via B. & O. R. R. without cartage or switching expense.

Team truck yard adjoining the building.

Shippers are cordially invited to inspect our plant and consult with us in their warehouse and distribution problems.

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SUCCESSOR TO B. & O. 26th ST. STORES

ROBERT E. BARRY, Gen. Mgr. Warehouse Division

General Offices—26th St. & 11th Ave.

NEW YORK CITY

Member of Warehousemen's Assoc. of the Port of New York and American Warehousemen's Association

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Storage, Distribution and Freight Forwarding
from an Ultra-Modern Free and Bonded
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IDEALLY LOCATED

IN THE VERY CENTER OF NEW YORK CITY

Adjacent to All Piers, Jobbing Centers
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Unusual facilities and unlimited experience in forwarding and transportation. Motor truck service furnished when required, both local and long distance. Lehigh Valley R.R. siding—12 car capacity—in the building. Prompt handling—domestic or foreign shipments.

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another one, Fred Williamson, of Distribution Service, Inc., and before we would listen to his

NEW YORK, N. Y.

AN ASSOCIATED

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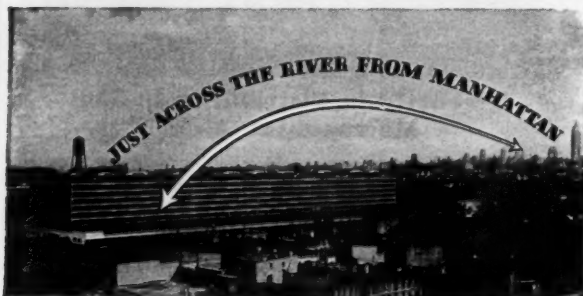
TERMINAL WAREHOUSES, INC.

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(Six hundred feet from the Manhattan Tunnel Plaza)

SUPERIOR DISTRIBUTION

A stock of your products carried in our Terminal is within 24 hours of your customer's door at any principal point between Boston and Washington, D. C. — Traffic experts route your shipments via dependable lines at minimum charges. — Side track facilities and L. C. L. Freight station in same building. — Coastal Steamship connections, eliminate unnecessary cartage expense. — Direct Motor Truck Store Door Delivery Service covering wide area. — Pool Car Distribution. — Modern Building and Minimum Insurance Rates.



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Maintaining a modern fireproof building; easily accessible; storing household goods of every kind in separate fireproof rooms, vaults or galleries which are constructed to properly care for goods of value.

Special vaults for silverware and valuables; also vaults of arctic chill for storage of furs, tapestries, rugs, clothing or any other article of value that requires safeguarding from moth ravages.

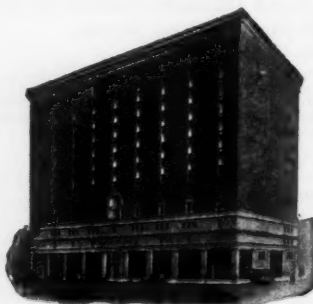
Special van equipment for transporting goods to and from warehouse and home or out-of-town. Also house-to-house moving.

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Special vans for shipments of household goods to all parts of the world.

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Our experience of 50 years guarantees satisfactory performance.



Lincoln Warehouse Corporation
1187 to 1201 Third Ave., at 69th and 70th Sts.

Alexander Gaw, Vice-President and General Manager
Horace Roberts, Superintendent of Warehouses

(Continued from page 73)

to abstain from, "permitting shippers in interstate commerce" over their lines "to occupy space by lease or otherwise in warehouses, buildings, or piers owned or controlled directly or indirectly by, or affiliated with the respondents in the Port of New York district, at rates and charges which fail to compensate said respondents for the cost of providing said space."

2. To cease and desist, by same date and thereafter storing goods shipped over the lines in interstate commerce, or providing storage space to interstate shippers, for commercial storage, "at rates and charges which fail to compensate said respondents for the cost of storing such goods or providing such storage space."

3. To cease and desist, by same date and thereafter "from directly or indirectly handling goods incident to commercial storage" at warehouses, buildings or piers, for shippers in interstate commerce, "at rates and charges which fail to compensate said respondents for the cost of said handling."

The order directs the same respondents except Central Railroad of New Jersey to cease and desist, by same date and thereafter, "from insuring goods shipped over said respondents' lines in interstate commerce and stored in connection with commercial warehousing" at the warehouses, buildings and piers, for interstate shippers, "at less than the cost of providing such insurance."

Also that the seven respondents cease and desist, by same date and thereafter, "from applying, by means of tariffs now on file" with the Commission, "non-compensatory rates and charges for the leasing of space, storage, handling and insurance of goods shipped over their lines in interstate commerce, which goods are stored, handled or insured in connection with commercial warehousing service."

The Erie is ordered to cease and desist, by same date and thereafter, "from subsidizing and granting concessions to the Seaboard Terminal & Refrigeration Co. by means of excessive rentals paid for space leased from" that company.

The Central Railroad of New Jersey is ordered to cease and desist, by same date and thereafter, "from subsidizing and granting concessions to the Newark Central Warehouse Co. by means of non-compensatory rentals collected or received for the space rented" by the warehouse firm from the respondent railroad.

In issuing its order the Commission recalled that in its original report it found generally that "certain warehousing practices" of the respondents "resulted in violations of Sections 2, 3 and 6 of the Interstate Commerce Act" and that there was "reasonable ground for belief" that provisions of the Elkins Act were violated. Also that "respondents were admonished to take prompt corrective action" but failed to comply and accordingly the Commission reopened the case, in May, 1935, for further hearing. Thereafter the Commission reaffirmed its previous findings and entered a cease and desist order which was to have been effective on Oct. 1, 1936. But upon respondents' petition the proceedings were again reopened, with the effective date of the Commission's order being postponed to Feb. 1 and subsequently to April 1.

Report Attacked

Respondents as a whole attacked the report, the Commission now explains, on ground of erroneous conclusions of law and held some of the Commission's findings of fact to be erroneous. The Commission now holds that both the conclusions and the facts must be reaffirmed by it.

It was urged further by respondents that the Commission erred "in requiring the cancellation from our

(Concluded on page 77)

suggestion we made him agree to let us use his name. It seems that he likes to read D & W

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NEW YORK DOCK COMPANY
Executive Offices—44 Whitehall St., New York, N. Y.

Free and Bonded Warehouses
Manufacturers and Distributors space for lease
Piers and Wharves
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NEW YORK, N. Y.

MR. WAREHOUSEMAN:

Do you know

PerkinService

See the January issue of this publication.

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FOOD SPECIALISTS AND FUMIGATION
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130,000 Square Feet
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Pick-ups and deliveries at all rail and ship terminals. Our office now handles paper work on over six hundred daily storage and delivery items easily and efficiently. Receipts—C.O.D.'s—Inventories—Reports—Etc.

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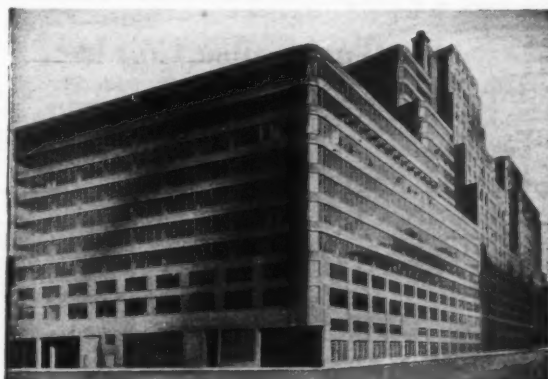
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- Floor areas, 52,000 to 124,000 sq. ft. Smaller units may be leased.
- Low insurance rates.
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INVESTIGATE THE ADVANTAGES OF THIS BUILDING

You will find it easily adaptable as your Eastern manufacturing and distributing plant, sales and display offices. It is situated on wide thoroughfares in the center of Manhattan.

Nationally-known concerns, already occupants of the building, have been able materially to lower their New York operating costs and at the same time increase their efficiency. You, too, can save here.

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when he's on the road and suggests that we make it convenient for all of you to do likewise,

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Distribution in the Metropolitan Area.

Steamship facilities — Railroad connections — Motor truck distribution — One Responsibility.

Port Newark Terminal
Foot of Doremus Ave.Brooklyn Terminal
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Household Goods Storage - Shipping

Pool Cars Distributed and Reshipped

Direct R. R. Siding N. Y. Central
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Storage of Automobiles and General Merchandise

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Heated Throughout Sprinklered Low Insurance Rate

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MERCHANDISE STORAGE - DISTRIBUTION AND FORWARDING - STORE DOOR DELIVERY

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**Schenectady Storage and Trucking McCormack Highway Transportation**

Offices: 160 Erie Blvd.

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Fireproof Throughout

Flagg Storage Warehouse Co.

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Consign your Household Goods Shipments in our care
MOVING - STORAGE - PACKING - SHIPPING
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Most of the major companies distributing in New York State use our complete facilities. They find that it pays. Write for information, including details of our motor-freight service—daily store-door delivery.

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MERCHANDISE

HOUSEHOLD
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A.W.A. N.F.W.A.
AGT. A.V.L.Represented by
Distribution Service, Inc.—New York—Chicago—San Francisco

UTICA, N. Y.

BROAD STREET WAREHOUSE, INC.Complete Warehousing
Service

General Merchandise — Cold Storage

Heated Storage

Private Siding and Motor Freight Terminal

Daily Trucking Service to all

Points in New York State

UTICA, N. Y.

Jones-Clark Trucking & Storage Co.
of Utica, N. Y.

The Heart of New York State and natural distributing point. "Jones of Utica" has distributed Merchandise and Household Goods for 38 years. Every modern facility.

Member: N.F.W.A., Allied Van Lines, Inc.

by placing it in the club cars of the trains you travel on. That's a large order, Fred, but

(Concluded from page 74)

files of tariffs filed by respondents purporting to cover storage-in-transit rates, handling charges, and rates for insurance of goods while in storage"; and the respondents contended also that the so-called in-transit storage rates, handling charges and insurance rates "are for services included within the term 'transportation' as used in Section 1(3) of the Act, and that Section 6, paragraphs (1) and (7) require that the rules and charges for such services be included in tariffs filed with the Commission." On these points the Commission now concedes:

"Upon further consideration we find and conclude that respondents are correct in their contentions that such rates and charges should be published in tariffs filed with us, and that we erred in ordering the cancellation of those tariffs on the ground that 'the services provided by such tariffs are not properly subjects of tariff publications.'" But the Commission adds:

"What is here condemned is the fact that the respondents have voluntarily engaged in storage and warehousing services which are not within their common-carrier obligations, and by providing such services to shippers below the cost of such services, reduce the cost to such shippers for the transportation of their goods.

"The tariffs now on file are instruments which work violations of the Act, in that through them respondents hold themselves out to perform commercial services (under the guise of performing transportation services) at rates and charges which fail to compensate respondents for the cost of performing them, and thereby violate Sections 2, 3 and 6 of the Act."

Commissioner Mahaffie, dissenting, said he was "unable to agree that the order now issued is justified."

Interlake Terminals Elects Kolly President

AMONG the various topics discussed at the annual meeting of the Interlake Terminals, Inc., held Jan. 28, at the Union League Club, Chicago, was the interest recently shown by industries for terminal facilities which combined both railroad and docks. Shippers are reported to be interested in such facilities because of the lower transportation costs where water transportation can be utilized.

George G. Roddy, vice-president and general manager of the organization, is making a trip to the Pacific Coast to analyze the situation out there to see what can be accomplished in the way of practical and economical transportation for western water-minded shippers.

The Interlake Terminals, Inc., is a very active group, composed of lake-port warehouse operators. The new officers elected for the ensuing year are: president, V. M. Kolly, vice-president, Crooks Terminal Warehouses, Inc., Chicago; vice-president, George G. Roddy, Interlake Terminals, Inc., New York; and secretary and treasurer, Ralph S. McCrea, manager, West Michigan Dock & Market Corp., Muskegon, Mich.

Brown Again Heads Terminal Refrigerating, Washington

At a meeting of the directors of the Terminal Refrigerating & Warehousing Corp., Washington, D. C., in January, Col. Wrisley Brown was reelected president and general counsel. Other officers reelected are:

Vice-presidents, William M. Hannay, Frederick Ophuls and Simeon T. Price; secretary, Jerry B. Johnson; treasurer, Morris W. Bennett; comptroller, Robert D. Marshall; supervising engineer, Walter E. Bernd; assistant secretary Philip R. Vernier; assistant treasurer, Ernest M. Merrick.

UTICA, N. Y.

Largest Fireproof Warehouse in Utica, N. Y.

Household Goods and General Merchandise
Pool Car Shipments Long Distance Van Service
Complete Branch Office Facilities

MURRAY WAREHOUSE CO., Inc.

General Offices: 106 WHITESBORO ST.
Member of May.W.A.—A.C.W.—N.Y.S.W.A.—C.N.Y.W.C.

UTICA, N. Y.

Established 1916

Utica Warehouse Co., Inc.

Box 276

Utica, N. Y.

Unexcelled facilities for handling bulk shipments. Storage in transit on Cotton—Specializing in, Textiles, Alkalies, Denatured Alcohol. Warehouses on D. L. & W. and N. Y. C.—Private Sidings—Sprinklered throughout—Pool Car Distribution—Motor Service.

WHITE PLAINS, N. Y.

J. H. EVANS & SONS, INC.

Office & Warehouse: 253-257 Hamilton Ave.

Household Goods Moving, Storage, Packing, Shipping

Prompt service for any point in Westchester County

Member N.Y.F.W.A.—N.F.W.A.

YONKERS, N. Y.

McCann's Storage Warehouse Co.

3 MILL ST.

Fireproof Storage Warehouse

Strictly modern in every respect. The largest and latest in Westchester County—serving entire county.

CHARLOTTE, N. C.

AMERICAN STORAGE & WAREHOUSE CO.

CHARLOTTE, N. C.

OFFICE AND WAREHOUSE 805 S. CEDAR ST.

MERCHANDISE STORAGE ONLY. POOL CARS DISTRIBUTED. MOTOR TRUCK SERVICE LOCAL AND DISTANCE. PRIVATE RAILROAD SIDING.

ESTABLISHED 1906

CHARLOTTE, N. C.

Carolina Transfer & Storage Co.

1230 W. Morehead St., Charlotte, N. C.

Bonded fireproof storage.

Household goods and merchandise.

Pool cars handled promptly. Motor Service.

Members A. W. A. and N. F. W. A.

CHARLOTTE, N. C.

MERCHANDISE STORAGE

Pool Car Distributors

Private Sidings

UNION STORAGE & WAREHOUSE CO., INC.

(BONDED)

1000-1008 West Morehead St.

Private Branch Exchange

20 Private Offices

Insurance Rate 25c

MEMBER OF A.W.A.—MAY.W.A.—ALLIED DIST. INC.

RALEIGH, N. C.

CAROLINA STORAGE & DISTRIBUTING COMPANY

MERCHANDISE STORAGE

POOL CAR DISTRIBUTION

Private Siding

Motor Freight Line

Members

A. W. A.

A. CHN. WHSES.

as that name of yours reminds us of a railroad executive we've heard of, perhaps you can

TARBORO, N. C.

EDGEcombe BONDED WAREHOUSE
TARBORO, N. C.

Largest Sprinklered Warehouses in
Eastern North Carolina
Insurance rate 23 1/4 cents
Pool Car Shipments and Distribution Service—Trucking
Facilities
Located in the Most Prosperous Section of North Carolina

WILMINGTON, N. C.

Fireproof Warehouse

FARRAR TRANSFER & STORAGE WAREHOUSE

1121 South Front Street

Household Goods, Merchandise
Long Distance Moving
Pool Car Distribution

Member N. F. W. A.



FARGO, N. D.

Union Storage & Transfer Co. Fargo, N. D.
General Storage—Cold Storage—
Household Goods

Established 1906
Four warehouse units, total of 180,500 sq. ft. floor space—two sprinkler equipped
and two fireproof construction. Low insurance rates. Spot stocks, pool car distribu-
tion, complete warehouse services. Ship in our cars for prompt and good service.
Office: No. 806-10 Northern Pacific Avenue
AWA—ACW—MWWA—NFWA

GRAND FORKS, N. D.

85,800 sq. ft. Floor Space—Fireproof

KEDNEY WAREHOUSE CO.
GENERAL STORAGE—MOVING
HOUSEHOLD GOODS

POOL CAR DISTRIBUTION—MOTOR FREIGHT TERMINAL

AKRON, OHIO

Cotter-City View Storage Co.

Main Office: 70 CHERRY ST., AKRON, OHIO

150,000 SQ. FEET STORAGE SPACE

Fireproof, concrete buildings, modern facilities, convenient
location, ideally suited for clean, careful storage of**HOUSEHOLD GOODS and MERCHANDISE**

Distribution area: Akron, Barberton, Cuyahoga
Falls. Special attention to pool cars. Low trans-
fer rates.

LONG DISTANCE MOVING

Pool Cars and Spot Stock Accounts Solicited.
Private Siding B. & O. R. R. Free switching all
roads. Low insurance rate.

Members of N. F. W. A.—O. A. C. H.—O. W. A.



AKRON, OHIO

Agent for Allied Van Lines, Inc.

The KNICKERBOCKER

WAREHOUSE & STORAGE CO.

36 CHERRY STREET

Household Goods and Merchandise
Fireproof Warehouse—Local and long
distance moving.



**ATTENTION
DISTRIBUTORS**

When you must move
your executives or personnel
from one city to another, call in
one of our household goods warehouse
advertisers. He can save you time, worry
and unnecessary expense.

**First Federal Census of
Public Warehousing Shows
a Payroll of \$37,715,000**

(Washington Correspondence): The first federal cen-
sus of public warehousing in the United States discloses
that \$97,871,000 was received in 1935 by the 3,014 estab-
lishments which make up that industry.

These figures were released Feb. 5 by Director Wil-
liam L. Austin of the Bureau of the Census, Depart-
ment of Commerce. Supplemental reports will follow,
breaking down some of the data with greater particu-
larity.

Public warehousing establishments were classified for
census purposes into four groups—household goods,
general merchandise, farm products, and cold storage.
In case of overlapping of groups for given establish-
ments, classification was based upon the kind of busi-
ness from which the major portion of revenue was ob-
tained.

In number of establishments, those engaged primarily
in warehousing farm products predominated heavily,
accounting for 43 per cent of the total, as against 23
per cent for those in general merchandise, 21.5
per cent in household goods, and only 12.5 per cent for
those engaged primarily in cold storage warehousing.

The enumerators point out, however, that, in terms
of revenue, these four types of warehousing were so
evenly divided that no one type received as much as
one-third or as little as one-sixth of the total revenue.
General merchandise warehousemen led with 29.7 per
cent, followed by cold storage with 27.6 per cent, and
household goods warehousemen with 19.6 per cent.

Average Revenue

The average revenue per establishment varied con-
siderably with cold storage houses setting the high
with \$71,605 per establishment, followed by general
merchandise with \$42,051, household goods with \$29-
590, and farm products with \$17,417.

Of the 3,014 establishments, 649 were engaged in
household goods storage, 692 in general merchandise,
1,296 in farm products warehousing, and 377 in cold
storage.

Proprietors numbered 1,159, of which 262 were in
household goods, 194 in general merchandise, 627 in
farm products, and 76 operated cold storage ware-
houses.

Employees numbered 32,785, of whom 5,487 worked
for household goods warehouses, 9,925 for general mer-
chandise storers, 10,243 in farm products facilities, and
7,130 in cold storage plants.

Payrolls, totaling \$37,715,000, were split up as fol-
lows: Household goods, \$7,833,000; general merchan-
dise \$12,385,000; farm products, \$7,291,000; cold stor-
age, \$9,576,000.

Other expenses not including depreciation totaled
\$45,170,000, of which \$9,257,000 was reported by house-
hold goods storage, \$13,525,000 by general merchandise,
\$9,477,000 by farm products, and \$12,911,000 by cold
storage.

The division of revenues was found to be as follows:
Household goods, \$19,204,000; general merchandise,
\$29,099,000; farm products, \$22,573,000; cold storage,
\$26,995,000.

Trucking

The relation between public warehousing and motor
trucking for hire was found to be of increasing impor-
tance. For-hire trucking concerns are entering the
warehousing field and warehousemen are adding truck-
ing for hire to their operations, the Census Bureau
reports. This situation is emphasized by the fact that
of all public warehousing establishments reporting to

(Continued on page 81)

arrange the entire matter for us. Now, if you gentlemen want to see the Bottom Line Editor

CANTON, OHIO

MEMBER: A.C.W. — May W.A.
A.W.A.—O.F.A.A.—O.W.A.

CANTON STORAGE, Inc.
FOURTH AND CHERRY N.E.

merchandise, household goods cold storage

U. S. Customs and Internal Revenue Bonded Warehouse No. 7

Pool cars distributed. Private sidings. Free switching on all roads. Separate fireproof warehouses for household goods. Modern equipment combined with speedy service.

New York City Representative:
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Telephone: Plaza 3-1235

Chicago Representative:
MR. W. H. EDDY
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Telephone: Harrison 1498

CINCINNATI, OHIO

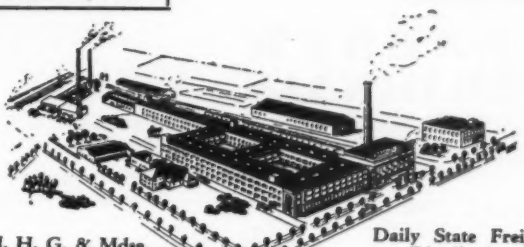
MEMBER

The "A" Naish Moving and Storage Co.
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Two Household Goods Warehouses of Fireproof Construction, 40,750 Sq. Ft. Consign Shipments to Oakley Sta. of B.&O. Distribution of Pool Cars. Transfers Household Goods. Cargo Insurance.

Member of May WA—OFWA—OACH—CinVOW

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H. H. G. & Mds. Daily State Freight Distribution

BRAMLEY STORAGE CO.

A Storage House of Distinction

Railroad Siding, Low Insurance Rates, Sprinkler System and Steam Heated

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THE BALTIMORE AND OHIO WAREHOUSE CO.

Operating large modern warehouses for the storage of general merchandise at Second and Smith Sts. and at Sixth and Baymiller Sts.

Special room for storage of semi-perishable goods: Nuts, Dried Fruits, Rice, etc., where a low temperature is maintained.

Special attention given to re-shipping in I.C.L. lots the same day orders are received. Facilities for storage of Oils, Greases, Chemicals, and goods requiring other storage.


Low Insurance Rates. Sprinkler Systems.

Address: Second and Smith Sts. **FRED W. BERRY,** Manager and Treasurer.

CONSIGN VIA BALTIMORE AND OHIO RAILROAD

CINCINNATI, OHIO

YOUR OWN BRANCH HOUSE
—WITHOUT THE OVERHEAD



Modern — Efficient — Responsible

EVERY DISTRIBUTION AND WAREHOUSING SERVICE KNOWN TO THE TRADE

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U. S. General Bonded Warehouse Number 1

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BRITTEN TERMINAL Inc.

Merchandise Storage & Distribution. Lowest Insurance Rates. Covered Rail & Truck Docks. Operate Own Truck Equipment. Pool Car Distribution.

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CLEVELAND, OHIO



Distribution Terminal Warehouse Company

Central Viaduct and West 14th St.
Cleveland, Ohio

Local, regional and storage-in-transit service, offering every facility known to modern distribution.

New Ultra-Modern Plant Trunk Line Terminal Complete Service


Continent-wide Connections

CINCINNATI, OHIO

Consolidated Trucking, Inc.
Local and Long Distance Trucking —Storage

N. W. Corner Pearl and Plum

Merchandise Storage Pool Cars
Penn. R.R. Siding Inter-City Truck Depot



CONSOLIDATED TRUCKING INC.

kept busy, if you want to see your ideas in print, send them in. The future of this department

CLEVELAND, OHIO

**"A WAREHOUSE IS ONLY AS GOOD
AS ITS PERSONNEL"**

To insure good service use

THE GREELEY-GENERAL WAREHOUSE CO.

LOCATED IN THE NEW YORK CENTRAL FREIGHT TERMINAL
AT BROADWAY AND E. 15th ST.

CLEVELAND, OHIO

**LEDERER
TERMINALS**

... HAVE SOMETHING IN STORE for you ...
THREE GREAT WAREHOUSE LOCATIONS
GENERAL OFFICE, 1531 W. 25th ST.

CLEVELAND, OHIO

DIRECT FROM FREIGHT CARS



SHIPMENTS to Cleveland, consigned to
The Lincoln Storage Company over any
railroad entering the city, can be handled
from freight car direct to our loading platform.

Carload shipments to our private siding,
11201 Cedar Ave., on the N. Y. C. Belt
Line, connecting with all R.Rs. entering
Cleveland; L. C. L.-Penna. Euclid Ave. Sta.
adjoining Euclid Ave. warehouse; other
R.Rs. to Cleveland, Ohio.



LINCOLN STORAGE

W. R. Thomas, Vice-Pres.

5700 Euclid Ave. CLEVELAND 11201 Cedar Ave.

CLEVELAND, OHIO

AT YOUR SERVICE



- Eight modern warehouses
- Special storage facilities
- Low insurance rates
- Private switch facilities
- Quick deliveries

A warehouse in each major section of the city.

**The NEAL
STORAGE COMPANY**
CLEVELAND OHIO

Exclusive Agent:
Greater Cleveland
for Aero-Mayflower
Transit Co.

CLEVELAND, OHIO

MERCHANDISE STORAGE
POOL-CAR DISTRIBUTION
HEATED LIQUOR STORAGE
CUSTOMS BONDED
WAREHOUSE
LEASE SPACE



A MODERN, FIRE-PROOF STRUCTURE WITH
ENCLOSED DOCKS. N.Y.C. SIDING WITHIN BUILDING

THE OTIS TERMINAL WAREHOUSE CO.

1300-38 W. NINTH ST. CLEVELAND, OHIO
U. S. GENERAL BONDED WAREHOUSE No. 4

CLEVELAND, OHIO

**Facilities, Service
and Security**

Merchandise Storage and Distribution ...
Fireproof Buildings ... A.D.T. Service ...
Low insurance rates ... Convenient locations
... United States Custom Bonded ... Fumi-
gation if desired ... Pool car distribution.

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3450 CROTON, S.E. CLEVELAND, OHIO

Represented by
NEW YORK ALLIED DISTRIBUTION INC. CHICAGO
11 WEST 42ND ST. PHIL. 4-0540 1525 NEWBERRY AVE. MOH.3532

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Cover OHIO from Columbus

Modern warehouses and bonded storage facilities. A.D.T. Sys-
tem. Private double track siding. Receiving floor at car level.
Shipping floors at truck level. Free switching from all railroads.

Columbus Terminal Warehouse Company
55-85 Terminal Way Columbus, Ohio
Established in 1882

COLUMBUS, OHIO

Member of Ohio Warehousemen's Association

COLUMBUS WAREHOUSES, INC.

A COMPLETE MERCHANDISE DISTRIBUTION WAREHOUSE

MOST CENTRAL WAREHOUSE—3 BLOCKS OF
CENTER DOWNTOWN DISTRICT
POOL CAR DISTRIBUTION

PRIVATE SIDING AND SWITCH—N. Y. CENTRAL LINES
228 West Broad St., Columbus, Ohio

COLUMBUS, OHIO

Consign Your Household Goods Shipments to

DAN EDWARDS at COLUMBUS

Packing—Shipping—Storage—Local and Long Distance Moving—Steel
and Concrete Warehouse—Private Siding



EDWARDS TRANSFER AND STORAGE CO.
426 North High St., Columbus, Ohio

Member—National Furniture Warehousemen's Assn., Ohio Warehouse-
men's Assn.

COLUMBUS, OHIO

**CHAS. F. COHAGAN, PRES.
IDEALLY LOCATED**

COLUMBUS: — In the
Center of Ohio.
THE MERCHANDISE
WAREHOUSE CO: —
In the Center of Co-
lumbus.

SERVICE: — That
means more business
for you at less ex-
pense.
Let us serve you at
Columbus.

PRIVATE SIDING ON
N. Y. CENT. RY.
U. S. Customs Bonded



The Merchandise Warehouse Co.
370 W. Broad St. Columbus, Ohio

MEMBER: A.W.A.—O.W.A.—A.C.W.

**ATTENTION
WAREHOUSEMEN**

Isn't it logical that your
ads should be read by your
prospects rather than other
warehousemen? That's why D and
W is now edited for your prospects.
More than 7,000 of them read it.

is definitely in your hands. If you want it continued, we are willing to expend the extra

COLUMBUS, OHIO

MERCHANDISE STORAGE
and DISTRIBUTIONLOW
INSURANCEFIRE
PROOF

THE NEILSTON STORAGE CO.

(Continued from page 78)

the bureau, 19.3 per cent of the total were also engaged in trucking for hire. The combination of trucking for hire with warehousing was confined almost entirely to household goods and general merchandise. These two groups accounted for 93.6 per cent of warehouse establishments doing for hire trucking. In a supplementary report, the Census Bureau will show the actual amount of revenue received from these trucking operations.

For establishments that performed both warehousing and trucking operations, but where the latter accounted for the major portion of annual revenue, data will be shown in the census of motor trucking for hire, now in the process of compilation. In that report the number of trucking concerns engaged in warehousing and the amount of revenue obtained from that source will be shown.

The annual revenue of the average public warehousing establishment was \$32,472. However, the revenue of individual establishments ranged from \$500 to more than \$1,000,000. About one-sixth of all establishments received less than \$2,000 per year, but they accounted for less than 1 per cent of the total revenue. Establishments receiving from \$2,000 to \$9,999 per year represented 34.5 per cent of the total number, but accounted for only 5.1 per cent of the total revenue. Thus, those establishments receiving less than \$10,000 per year accounted for 51 per cent of all concerns and 5.7 per cent of all revenue. These same establishments accounted for 8.8 per cent of "other" operating expenses. About three-fourths of the active proprietors of unincorporated firms were associated with establishments receiving less than \$10,000 annually.

At the other end of the size scale there were relatively few establishments, but they accounted for the bulk of total revenue. The establishments receiving \$100,000 or more per year represented only 7.7 per cent of the total number but received 52.6 per cent of total revenue. They also accounted for 48.5 per cent of all paid employees, paid 51.6 per cent of the annual payroll and sustained 54.6 per cent of "other" total expense.

Receipts in Excess of \$250,000

Only fifty-two warehouses had receipts in excess of \$250,000, but 181 plants had received \$100,000 or more for their services.

The concentration of establishments in the small size groups was found much more marked for farm products storage than for the other three kinds of warehousing. In the case of farm products, 72.9 per cent of the establishments and 13.9 per cent of the revenue are found in the group receiving less than \$10,000 a year. The comparable percentages for household goods are 39 and 5.4; for general merchandise, 35.6 and 3.7;

(Concluded on page 82)

DAYTON, OHIO

THOS. F. LARKIN
WAREHOUSE & CARTAGE COMPANY

925 East First Street

Whse. (MDSE) Steel; private siding on Erie R.R. Free switching from all other lines. Dist. Mdse. Pool Cars. City delivery of Mdse. Motor truck service.

MARION, OHIO

MERCHANTS TRANSFER & STORAGE CO.

180 East Mill St., Marion, Ohio

Heavy Haulage Our Specialty. General Distribution and Storage of Merchandise. Motor Vans for Local and Long Distance Moving. Storage for Household Goods and Machinery. Packing and Shipping. Private Siding New York Central Lines

MEMBER M.A.W.A.

MARION, OHIO

G. A. WRIGHT, Pres. & Mgr.

WRIGHT
TRANSFER & STORAGE CO.

EST. 1880

MERCHANDISE—HOUSEHOLD GOODS

Wright Service to Meet Your Requirements.

Member of N.F.W.A.—O.W.A.—A.V.L.—O.F.W.A.

SPRINGFIELD, OHIO



WAGNERS SERVICE, INC.

Pennsylvania Railroad and Lowry Ave.

A warehouse service that embodies every modern facility for the storage and distribution of Household Goods and Merchandise—Motor Freight Service—Door to door delivery at Dayton, Springfield and Columbus daily.

Member of A. W. A.

TOLEDO, OHIO

HERE IS REAL
WAREHOUSE SERVICE

Every Known Modern Warehouse Facility

U. S. GENERAL BONDED WAREHOUSE NO. 6

U. S. CUSTOM BONDED

GREAT LAKES
TERMINAL WAREHOUSE CO.

321-359 MORRIS ST.

TOLEDO, OHIO

Private Siding B.&O. and N.Y.C. R.R.'s
TOLEDO'S LARGEST—FINANCIALLY
RESPONSIBLE—WAREHOUSE

TOLEDO, OHIO

The RATHBUN CARTAGE CO.

2941-2951 MONROE STREET

"Rathbun" is fully equipped to efficiently handle your merchandise and household warehousing needs in Toledo. . . . Moving, packing, shipping, storing. . . . Riggers and machinery movers. . . . POOL CARS SOLICITED. . . . Local & Long Distance Moving.

Member O.F.W.A.—O.W.A.

TOLEDO, OHIO

"QUICK SHIPPERS"

TOLEDO TERMINAL WAREHOUSE, INC.

128-138 VANCE STREET, TOLEDO, OHIO

Merchandise storage . . . Pool car distribution . . . Fireproof . . . Private siding Nickel Plate Road . . . Free switching . . . Negotiable receipts . . . Transit storage arrangements . . . Motor truck service . . . Located in jobbing District . . . U. S. Customs Bonded.

MEMBERS: American Warehousemen's Association
Ohio Warehousemen's Association
Toledo Chamber of Commerce

YOUNGSTOWN, OHIO

1887

1937

WHEN MOVING EMPLOYEES TO OR FROM
YOUNGSTOWN, OHIO
CONSULT

THE WM. HERBERT & SON CO.

646 MARKET ST.

"Over 50 Years of Dependable Service"

OKLAHOMA CITY, OKLA.

Member A. W. A.—A. C. W.

Commercial Warehouse Co.

50,000 sq. ft. for Exclusive Merchandise Storage
Pool Car Distributors

Free Switching

14c. Insurance rate

OKLA. CITY, OKLA.

Established 1889

O. K. Transfer & Storage Co.

General Warehousing and Distribution



MOTOR
TRUCKS
& TEAMING

HOUSEHOLD
GOODS

MERCHANDISE

MEMBERS
NFWA, AWA,
Dist. Service, Inc.

OKLAHOMA CITY, OKLA.

Member of A.W.A.—S.W.A.

Bonded Under State Law
Oklahoma Bonded Warehouse Company
Merchandise Warehousing
Pool Car Distribution

Free Switching
Private Truckage
P. O. Box 1222

Represented by
NEW YORK ALLIED DISTRIBUTION INC. CHICAGO
11 WEST 42ND ST. NEW YORK 18-0046 1522 NEWBERRY AVE. MONSIEUR

50,000 Sq. Ft.
Floor Space
Fireproof

(Concluded from page 81)

and for cold storage 24.9 and 1.3. Cold storage establishments showed the greatest proportion of establishments in the larger size groups. Those cold storage plants receiving \$100,000 or more per year represented 23.3 per cent of the total number and 70.4 per cent of the total revenue.

The 1935 public warehousing census was limited to those individuals and companies whose primary business consisted of serving the public with storage facilities. If less than 50 per cent of the 1935 revenue of an establishment was derived from public warehousing, such establishment was not classed as a public warehouse, but as that kind of business which accounted for the major portion of annual revenue. The warehousing census is thus not a census of all warehousing, but rather an analysis of revenue, employment, payroll, and expense data of those establishments whose major business was public warehousing.

Storage of products by manufacturers, wholesalers, retailers, and service agencies in their own or rented buildings, lofts, rooms, etc., and in connection with their regular industrial and commercial operations was not included as a part of the census of public warehousing unless the space is rented from a public warehouseman and he exercised a control over the goods stored. The census of manufactures, wholesale and retail trade, and service establishments will include the private storage business of such concerns.

The following types of public warehouses also were excluded: field warehouses, apple sheds, potato pits, state warehouses, open yard storage, and automobile storage.

At a later date a supplemental report will be released which will present monthly employment figures; employment data for one typical week, showing the number and compensation of employees by different functional groups, including executives, clerical, warehouse and platform, and others; and figures showing revenues from for-hire trucking. (James J. Butler)

(Editor's Note: Explanatory charts tabulating the full findings of the federal census of public warehousing, may be secured by readers of *Distribution and Warehousing* by writing its managing editor.)

Nation's First Free Port Opened— But Without Any Business in Sight; New York Zone May Be Leased Later

THE New York Foreign Trade Zone, otherwise the nation's first free port, located at Stapleton, Staten Island, New York City, was officially opened to the commerce of the world, on Feb. 1; but, as city officials a bit ruefully conceded, there was no business yet in sight.

"We have had a flock of inquiries during recent months and particularly in the past week," John McKenzie, dock commissioner, told newspaper reporters. "I expect that it will take industries and shipping people some time to study out how the free port can be used most advantageously by them. However, I am optimistic about our prospects of developing a large diversified business, even if I have to admit that right now we don't know of a single shipment definitely headed for our piers."

Although unable to report any business, city officials found their first day somewhat brightened by the miraculous efficiency of the electric eye installation which guards the water boundary of the free trade zone. Every time a Department of Docks launch crossed the path of the beams the interruption was instantly noted by the photo-electric cell at the southern boundary and a siren screeched, a bell rang.

Two of the four 1,100-foot piers built by Mayor Hylan's administration at a cost of \$20,000,000 are

(Concluded on page 84)

and then see that the lines are printed in their proper sequence. It is really a tricky and

OKLAHOMA CITY, OKLA.

THE PUBLIC WAREHOUSE COMPANY, INC.

1-9 Northwest First Street, Oklahoma City, Oklahoma

**MERCHANDISE STORAGE—COOLER ROOMS
POOL CAR DISTRIBUTION**

Brick and Concrete Construction Building. Strictly Fireproof—Automatic Sprinkler System. Insurance Rate 14.7c. Santa Fe Siding Conveniently located in Downtown Industrial and Retail districts.

OKLAHOMA CITY, OKLA.



Fireproof Warehouse for Merchandise and Household Goods Automatic Sprinkler System Office and Warehouse 300-313 East Grand Avenue

We Solicit Your Accounts for Transfer and Storage Members of American and National Warehousemen's Associations

TULSA, OKLA.

FEDERAL STORAGE & VAN CO., INC.

MERCHANDISE STORAGE & DISTRIBUTION

Punctual Service & Remittances

Centrally Located—Low Fire Rates

TULSA, OKLA.

Joe Hodges Fireproof Warehouse

Moving — Packing — Storage

Mixed Cars a Specialty. Large docks for sorting. We solicit your shipments to our city and assure you we will reciprocate and guarantee prompt remittance. Located on Railroad. Best Service Obtainable.

Member American Warehousemen's Association, American Chain of Warehouses

KLAMATH FALLS, ORE.

Established 1926

Klamath Falls Transfer & Storage Co.

400 KLAMATH AVE.

Merchandise and Household Goods Warehouse

Hollow Tile Construction 9,600 sq. ft. Investment \$8,000. Consign shipments via G. N.-S. P. Transfers Household Goods. Equipment 2 Trucks. Cargo Insurance.

Member of A. W. A.—Ore. W. A.

PORTLAND, ORE.

Colonial Warehouse and Transfer Co.

Operating Public and Custom Bonded Warehouses Licensed under the U. S. Warehouse Act Merchandise, Storage and Distribution Private Siding Free Switching Sprinklered 1132 N. W. GLISAN STREET



PORTLAND, ORE.

HOLMAN TRANSFER CO.

1306 N. W. HOYT STREET

General Merchandise Storage and Distribution

Private Siding All Railroads Entering Portland Located in the center of wholesale and jobbing district.

**POOL CAR DISTRIBUTION
A SPECIALTY**

Member A. W. A.—Amer. Chain.
Established 1864

PORTLAND, ORE.

OREGON TRANSFER COMPANY

Established 1848

1238 Northwest Glisan Street Portland, Oregon

U. S. BONDED and PUBLIC WAREHOUSES

Merchandise Storage and Distribution Lowest Insurance Rates—Sprinkler Equipped

Member A. W. A.
Eastern Representatives Distribution Service, Inc.

PORTLAND, ORE.

MERCHANDISE WAREHOUSING AND TRANSPORTATION

Pool Cars and L. C. L. Distribution to the Pacific Northwest and Inland Empire with Free Pick Up and Delivery Service to All Main Points. Route your shipments Via Water or Rail to us at our private Siding.

PIHL TRANSFER & STORAGE CO.

1231 N. W. Hoyt St. Portland, Oregon
Our Personal Supervision assures you prompt and proper service.

PORTLAND, ORE.

COVER THE NORTHWEST
THROUGH

RUDIE WILHELM WHSE. CO., INC.

Rudie Wilhelm, Pres.

Member A.W.A.

U. S. Bonded—Concrete Building—A. D. T. Sprinkler System

Complete Facilities for Storage and Distribution of All Commodities

Agents: Universal Transcontinental Freight Service

BETHLEHEM, PA.



Lehigh and New England Terminal Warehouse Company
15th Avenue, North of Broad Street, Bethlehem, Pa.

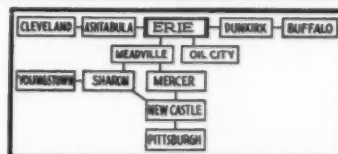
ERIE, PA.

**THE ERIE
STORAGE
& CARTING
COMPANY**

1502 SASSAFRAS ST., ERIE, PA.

Trackage on New York Central Lines and switching to all other lines. Unexcelled facilities for handling shipments of merchandise and household goods. Branch house service for manufacturers. Pool cars distributed.

MEMBER: ALLIED VAN LINES — N.F.W.A.
P.F.W.A.—Rotary and Kiwanis



**THE IRWIN
TRANSPORTATION
COMPANY**

1502 Sassafras St.
Erie, Pa.

Overnight service on merchandise to all of the above cities.

**ATTENTION
DISTRIBUTORS**

Do any of your products require constant temperatures or humidity control? Consult our nearest cold storage warehouse advertiser or a merchandise advertiser that has air conditioning facilities.

costly task but we enjoy it and are anxious to go ahead because we know that collectively our

HARRISBURG, PA.

Pool Cars
Efficiently
Handled
Merchandise
and
Household
Goods Storage



HARRISBURG STORAGE CO.
P. R. R. Siding HARRISBURG, PA.
American Warehousemen's Association, National Furniture
Warehousemen's Association, Penna. Furniture Warehousemen's
Association, American Chain of Warehouses

HARRISBURG, PA.

KEYSTONE WAREHOUSE
GENERAL MERCHANDISE STORAGE
POOL CARS DISTRIBUTED
BRICK BUILDING—LOW INSURANCE
STORE DOOR DELIVERY ARRANGED FOR
PENNA. R. R. SIDING
OPERATED BY HARRISBURG WAREHOUSE CO.

HAZLETON, PA.

CHRIST N. KARN, Prop.

KARN'S TRANSFER & STORAGE
FIREPROOF STORAGE WAREHOUSE
Household Goods Storage, Packing, Shipping
Merchandise Storage and Distribution
Pool Cars Distributed. Local and Long Distance Hauling
Members of Mayflower Warehousemen's Association

LANCASTER, PA.

Keystone Express & Storage Co.
STORAGE—DISTRIBUTORS—FORWARDERS
Merchandise and Household Goods
MANUFACTURERS' DISTRIBUTORS MOTOR SERVICE
Siding on P. R. R. and P. & R.

PHILADELPHIA, PA.

Fidelity—20th Century Storage Warehouses
General Offices—1811 Market St.
Agent for Allied Van Lines, Inc.
Bus type vans for speedy delivery anywhere. We distribute
pool cars of household goods. Prompt remittance.
Assoc. A. W. A., N. F. W. A., Can. S. & T., P. F. W. A.

PHILADELPHIA, PA.

GALLAGHER'S WAREHOUSES
Executive Offices—708 So. Delaware Ave.
General Merchandise Storage and Distribution
U. S. Bonded and Free Stores
Carload Distribution
Direct Railroad Sidings: Penna. R. R.—Reading R. R.
Company owns fleet of motor trucks for
city and suburban deliveries

LANCASTER, PA.

LANCASTER STORAGE CO.
LANCASTER, PA.
Merchandise Storage, Household Goods, Transferring,
Forwarding
Manufacturers' Distributors, Carload Distribution, Local
and Long Distance Moving
Members May. W.A.—P.F.W.A.

subscribers will get more out of it than any one of them could possibly put into it. Let's

OIL CITY, PA.

CARNAHAN
Transfer and Storage
The most reliable transfer in Venango County. Fireproof ware-
house. Private rooms for furniture and pianos. General hauling.
Overland hauling. Piano moving. Furniture packing a specialty.
Forwarding agents
Members N. F. W. A.

PHILADELPHIA, PA.

A responsible nation-wide moving service. Call upon
us when transferring representatives any place in the
United States, Canada or abroad.
ATLAS STORAGE COMPANY
Agent: ALLIED VAN LINES, INC.
ATLAS TRANSPORTATION COMPANY
operating under tariffs filed with I.C.C.
1415 WALNUT STREET
Telephone: EVERGREEN 1280 Cable address: BOWLINGVAN

PHILADELPHIA, PA.

Est. over 50 years.
FENTON STORAGE CO.
Absolutely Fireproof 46th and Girard Ave.
Cable Address "Fenco"
P. R. R. Siding
Storage, moving and distribution of household goods and merchandise.

PHILADELPHIA, PA.

MEMBER

BUELL G. MILLER, President
MILLER
North Broad Storage Co.
BROAD & LEHIGH & BRANCHES
Member M.W.A., P.M.T.A., C.F.M.A. of Pa.

(Concluded from page 82)

ready to receive shipping. The other two will not be ready for about five months.

The free port was established by Act of Congress to permit ocean freight to be unloaded and reshipped to other countries without paying customs duties. It is being operated temporarily by the city's Department of Docks. Later it may be leased to a private corporation. In addition to the four piers, there are thirty acres of land where warehouses will be erected. The entire zone is surrounded on the land side by a 12-foot picket fence topped by barbed wire. It will be patrolled by guards paid by the city.

Thus far the city has spent about \$600,000 in getting ready the two piers, and will have to spend about \$6,000,000 before the project is completed. Dredging the pier slips, erecting buildings, fences and the like are being done by PWA workers.

Bonus and Raise

Two allied storage firms in Flint, Mich., one of the seats of labor disturbances in the automotive industry's strike situation, gave every employee a Christmas-time bonus of \$25 and raised the wages of drivers and helpers 5 cents an hour.

Henry H. Stevens Warehouse Co. and Flint Fireproof Warehouse Co. attributed "twelve months of prosperity" to "the cooperation we have received" from the employees.

DandW Has New Chicago Address

The Chicago office of *Distribution and Warehousing* has been removed to 360 North Michigan Avenue, from 300 West Adams Street. The Chicago office is the headquarters of Wallace J. Schuck, DandW's western business representative.

The DIRECT Entry to Eastern Markets

13 modern warehouses. 68 acres of floor space with facilities for handling merchandise of every kind. Strategically located in the center of the wholesale district with direct connections with Pennsylvania Railroad and Reading Railroad. Completely equipped pool car departments. No cartage expense on l.c.l. rail shipments.

TERMINAL WAREHOUSE COMPANY

Delaware Ave. and Fairmount
PHILADELPHIA

Members—A. W. A., N. F. W. A., Pa. F. W. A.

Represented by DISTRIBUTION SERVICE, INC.

100 Broad Street, NEW YORK CITY . . . Bowling Green 9-0986

625 Third Street, SAN FRANCISCO . . . Phone Sutter 3461

219 East North Water Street, CHICAGO . . . Phone Sup. 7180

An Association of Good Warehouses Located at
Strategic Distribution Centers



Motor Truck Service

We own and operate a fleet of motor trucks to provide "Store Door" delivery throughout the Philadelphia trading area and are especially equipped to render "next morning" delivery anywhere within the area shown in the above map.

PITTSBURGH, PA.

DUQUESNE WAREHOUSE CO.

Office: Duquesne Way and Barbeau St.
Merchandise Storage & Distribution

Members A. W. A.

PITTSBURGH, PA.

"33 Years of Service"

Merchandise

Warehouses
Sprinkler Protected

Distributors
Penna. R. R. Siding

Kirby Transfer & Storage Co.
2538 Smallman St. Pittsburgh, Pa.

PITTSBURGH, PA.

Members: P.W.A.—Pittsburgh W.A.—P.M.T.A.

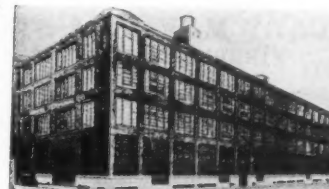
Thomas White

Owner and Manager

WHITE TERMINAL CO.

16th-17th and PIKE STS.

IN THE HEART
OF THE
PITTSBURGH
JOBGING
DISTRICT



A large, modern, sprinklered warehouse with every facility for economical, efficient storage of merchandise and food products. A private siding on the Penn. R.R. Complete trucking facilities. Pool cars distributed. Consign your shipments to WHITE.

STORAGE-IN-TRANSIT PRIVILEGE

Also operators of **WHITE MOTOR EXPRESS**

(100% Mack Equipment)

PRR Is Experimenting
with Rail Box Cars

E. GEORGE SIEDLE, general traffic manager of E. Armstrong Cork Co., Lancaster, Pa., has suggested ways and means of lowering handling costs and risk to workmen on rail box cars, and the Pennsylvania Railroad is conducting a series of experiments as a result of his idea.

Six box cars of new design incorporate a removable roof, built in six sections, held in place with a series of clamps, the locking and unlocking of which is controlled by hand levers inside the car.

These sections may be removed entirely, or they may be stacked one above the other at the end of the car. The roof is an added feature. The cars have the usual side doors and may be used as regular box cars, thus

(Concluded on page 86)

have some of the human interest and personality stuff that your business associates will be

SCRANTON, PA.

R. F. POST
DRAYMAN & STORAGE WAREHOUSE
 221 Vine St.

HOUSEHOLD STORAGE POOL CARS
 MERCHANDISE STORAGE PACKING
 LOCAL AND LONG DISTANCE MOVING
 PRIVATE SIDING, D. L. & W. R. R.

SCRANTON, PA.

The Quackenbush Warehouse Co.

219 Vine Street
 MERCHANDISE AND HOUSEHOLD GOODS
 STORAGE POOL CAR DISTRIBUTION
 D L & W and D & H Sidings
 Member of Allied Distribution, Inc.



UNIONTOWN, PA.

H. D. RYAN—L. G. HOWARD, Proprietors

KEYSTONE TRANSFER CO.

31 EAST SOUTH ST.

HOUSEHOLD GOODS PACKED, SHIPPED, STORED
 LONG DISTANCE MOVING
 Private Siding B. & O. R.R.

WILKES-BARRE, PA.

WILKES-BARRE STORAGE CO.

General Storage and Distribution

Prompt and Efficient Service
 Storage-in-Transit and Pool Cars

19 New Bennett St.

Wilkes-Barre, Pa.

WILLIAMSPORT, PA.

WILLIAMSPORT STORAGE CO.

FIREPROOF BUILDING—416 FRANKLIN STREET
 P. R. R. SIDING
 MERCHANDISE STORAGE and DISTRIBUTION
 HOUSEHOLD GOODS—DRAYAGE
 IDEAL DISTRIBUTING POINT FOR CENTRAL PENNSYLVANIA

PROVIDENCE, R. I.

CADY MOVING & STORAGE CO.

FIREPROOF WAREHOUSE

Storage, Moving, Shipping
 80-90 Dudley St.

Member National Furniture Warehousemen's Assn.
 Agent for Allied Van Lines, Inc.



PROVIDENCE, R. I.

Terminal Warehouse Company of R. I., Inc.

Storage all kinds of General Merchandise, Pool Car
 Distribution. Lowest Insurance.

Trackage facilities 50 cars. Dockage facilities on
 deep water.

Shipping directions South Providence, R. I.

CHARLESTON, S. C.

Charleston Warehouse and Forwarding Corp.

Merchandise Storage and
 Distribution of Pool Cars

Modern Concrete Warehouse. 100,000 Square Feet of Storage Space.
 Private Tracks Connecting with All Railroad and Steamship Lines.
 Motor Truck Service.

Members of the American Chain of Warehouses, Inc.

(Concluded from page 85)

taking them out of the class of special equipment. When closed, the roof is waterproof.

According to *The Connecting Link*, organ of the American Chain of Warehouses bulletin, a number of advantages are claimed for this new box car. Heavy and bulky commodities may be handled more readily through the top than through side or end, and faster operations would lower handling costs. Freight could be stacked so as to lower damage risks, and personal injuries to workmen are less likely.

These new cars, in general, are built along conventional lines of steel and are 40½ feet by 10 feet by 8 feet in size.

**Banking Group Hears Plans and
 Purposes of Field Storage Out-
 lined by St. Paul Warehouseman**

MEMBERS of the Wisconsin Bankers Association attending the group's meeting at Milwaukee on Jan. 21 heard T. Stanley Jackson, manager of the field warehousing division of St. Paul Terminal Warehouse Co., St. Paul, urge bankers to consider granting loans secured by public warehouse receipts as a means of assisting business and increasing bank loans.

"Warehouse receipts are regarded as the most desirable form of security applicable to a borrower's inventory and may alter favorably the complexion of a credit application," Mr. Jackson told the Wisconsin bankers.

The speaker advised his listeners to "satisfy themselves that the warehouse receipts offered are issued by experienced *bona fide* warehouse companies and that the securities can be marketed." He added:

"The warehousing industry aims to bring about a closer understanding between the banker and warehouseman of mutual problems; to further the application of warehousing to the needs of banking, and to bring into general usage an instrument which could be accepted by the banks as evidence of proper and independent custodianship of goods—namely a *bona fide* warehouse receipt."

Mr. Jackson outlined the plans and purposes of field warehousing, saying:

"A warehouse company takes its facilities to the owner of the goods and establishes a warehouse on the premises of that owner. As warehousing follows the trade custom of storing the particular goods, the field warehouse may be a building, or part thereof, in which is stored canned goods, sugar, flour, cheese, other food products, textiles, manufactured goods, etc.; or it may be an open space on which lumber, logs, pulpwood, iron, steel, etc., are piled; then again, it may be tanks or bins for the storage of grain, oils and the like.

"The prime requirements in the establishment of the field warehouse are that the building, space, etc., which are to be designated as the warehouse must be accurately defined and under the control of the warehouse company; that the goods to be warehoused are properly segregated and ready for identification, and that a proper accounting of the goods is maintained.

"Briefly, the warehouse company accomplishes these vital essentials through obtaining leases which are duly recorded; the employment of its own signs, locks, identification or stock cards; accounting systems, and the appointment of its bonded agent at the warehouse.

"This may sound simple, but I assure you that the opposite is the case. The competent warehouse company studies each operation carefully to make certain that it is satisfying every legal requirement, and to acquire a practical knowledge of the goods stored. I have known instances where the warehouse company

(Concluded on page 89)

anxious to read. Send it to the Bottom Line Editor. He will use it in the order in which it

GREENVILLE, S. C.

"The Heart of the Piedmont"

TEXTILE WAREHOUSE CO.
Est. 1923 511-13-15 Rhett St.
GENERAL MERCHANDISE—H.H.G. STORAGE
Pool Car Distribution—Motor Truck Service
Low Insurance Rate Private Siding

KNOXVILLE, TENN.

FIREPROOF STORAGE & VAN COMPANY, Inc.
201-211 Randolph St., Knoxville, Tennessee
135,000 square feet on Southern Railway tracks.
Equipped with Automatic Sprinkler
Insurance at 12c. per \$100.00 Household goods shipments
per annum. solicited. Prompt remittance
Pool Cars distributed. made.
MEMBERS American Warehousemen's Ass'n
PROMPT AND EFFICIENT SERVICE

MEMPHIS, TENN.

Pres. J. H. POSTON
Secy. and Treas. W. H. DEARING

JOHN H. POSTON
STORAGE WAREHOUSES
INCORPORATED
671 to 679 South Main St.
Established 1894
Insurance Rate \$1.26 per \$1,000 per Annum
DISTRIBUTION A SPECIALTY

MEMPHIS, TENN.

"SERVICE"

ROSE WAREHOUSE CO.
2-8 East and 2-12 West Calhoun Avenue, Memphis, Tennessee
Merchandise Storage and Pool Car Distribution
"SERVICE"

KNOXVILLE, TENN.

J. E. Dupes, Pres. & Gen. Mgr.—E. V. Bruce, Act. Treas.



Rowe Transfer & Storage Co.
416-426 N. Broadway

Household Goods and Merchandise Storage and
Distribution. Pool Car Distribution.
Fireproof Warehouse. Low Insurance.
Agent, Aero Mayflower Transit Company
Member, Mayflower Warehousemen's Association

NASHVILLE, TENN.

124 First Avenue, N.
Phone 5-4153

BOND-CHADWELL CO.
MERCHANDISE STORAGE, DISTRIBUTION AND DRAYAGE
RIVER, RAIL AND TRUCK TERMINAL
Household Storage, Local and Long Distance Moving
Fireproof Warehouses—Up-to-Date Equipment
AGENTS ALLIED VAN LINES, Inc.

MEMPHIS, TENN.

S. S. DENT, Pres.



General Whse. & Dist. Co.
435 So. Front St.

"Good housekeeping, accurate records,
Personal Service"
Located in the center of the Jobbing &
Wholesale District
Sprinklered Low Insurance
Private R. R. siding Perfect service

MEMPHIS, TENN.

L. E. McKNIGHT, Pres.

OUR CUSTOMERS

ARE THE BEST ADS WE HAVE, BE-
FORE SETTLING IN MEMPHIS. LET
US GIVE YOU THEIR NAMES.

MERCHANTS

WAREHOUSE CO., Inc.

Member, Associated Warehousemen, Inc.

NASHVILLE, TENN.

521 Eighth Ave., So.

Central Van & Storage Co
MERCANTILE AND HOUSEHOLD STORAGE
WAREHOUSE STOCK and POOL CAR DISTRIBUTION
Fire Proof Warehouse Space—Centrally Located

NASHVILLE, TENN.

Nashville Warehousing Co.
GENERAL STORAGE
POOL CAR DISTRIBUTION
FREE SWITCHING—CITY TRUCKING

MEMPHIS, TENN.

Established 1856

PATTERSON TRANSFER COMPANY

New River and Rail Terminal Warehouse. Merchandise Storage
and Pool Car Distribution. Lowest Insurance Rates—\$1.10
per \$1,000.00 per Annum. Bonded Agents of all Rail and
Barge lines. Let us serve you in the Mississippi Valley.
Member of A.W.A. and A.C.W.

NASHVILLE, TENN.

ESTABLISHED 1886

The PRICE-BASS CO.

194-204 Hermitage Ave.
Merchandise Storage



Automatic Sprinklered — Lowest
Insurance Spot Stock and Pool
Car Distribution — Private
Siding — Free Switching
Motor Truck Service.

is received, as much each month as the valuable space will accommodate. But, please don't

AMARILLO, TEXAS

WM. C. BOYCE

J. A. RUSH

**Armstrong Transfer & Storage Co., Inc.****Distributors of Merchandise****BONDED WAREHOUSES**

Amarillo and Lubbock, Texas

Contract operators for all rail lines and Universal Carloading and Distributing Company.

Member Mayflower W. A.—Amarillo Warehousemen's Association—American Chain of Warehouses



BEAUMONT, TEXAS

GARDNER'S**BEAUMONT TRANSFER & STORAGE COMPANY**

Est. 1895

1101 CROCKETT STREET

GENERAL MERCHANDISE—H.H. GOODS STORAGE

POOL CAR DISTRIBUTION

PRIVATE SIDING—FREE SWITCHING

CORPUS CHRISTI, TEX.

PERRY TUCKER

ESTAB. 1898

**Corpus Christi Transfer Co., Inc.****DISTRIBUTORS OF MERCHANDISE**
VIA RAIL, TRUCK OR WATER**BONDED WAREHOUSES**

Post Office Box 123

Phone 123

Members M.W.A.—S.W.T.A.—T.M.T.A.

CORPUS CHRISTI, TEX.

C. M. Crocker—Pres. J. W. Crocker—Vice-Pres.
May Crocker—Sec. & Treas.**CROCKER**
TRANSFER AND STORAGE CO., Inc.

Established 1912

Distribution Pool Cars or Boat Shipments

Merchandise & Household Goods

Storage—Drayage—Crating

Members—A.W.A.

N.F.W.A.

S.W.T.A.

A.C.W.

Agent for Allied Van Lines, Inc.

DALLAS, TEXAS

REFERENCE ANY DALLAS BANK

AMERICAN
TRANSFER & STORAGE CO.**BONDED FIREPROOF WAREHOUSES**
MERCHANDISE—HOUSEHOLD GOODS

POOL CARS DISTRIBUTION

LOCAL DRAYAGE

K. K. MEISENBACH

JACK ORR

DALLAS, TEXAS

In Dallas It's Binyon-O'Keefe

With three warehouses having a total of 180,000 square feet of floor space; with our private side and free switching to Dallas' eleven Trunk Line Railroads—in Dallas, Binyon-O'Keefe is best prepared to serve you.

For 60
Years**BINYON-O'KEEFE**
Fireproof Storage Co.For 60
YearsDallas
Associated with Distribution Service, Inc.

DALLAS, TEXAS.

E. D. Balcom

Gus K. Weathered

(Established 1875)

DALLAS TRANSFER AND
TERMINAL WAREHOUSE CO.Second Unit Santa Fe Building
Dallas, Texas**Modern Fireproof**
Construction—
Office, Display,
Manufacturers, and
Warehouse SpaceOperators of Lone Star Package Car Company
(Dallas Division). Daily service via rail from St. Louis
and C.F.A. territory to all Texas points.
Semi-weekly service via Morgan Steamship Line from New York and Seaboard
territory to all Texas points. H & N T Motor Freight Line, serving South,
Central, North Texas and Oklahoma.MEMBERS { A. W. A., N. F. W. A., American Chain of Warehouses
Southwest Warehouse & Transfermen's Assn. Rotary Club

DALLAS, TEXAS

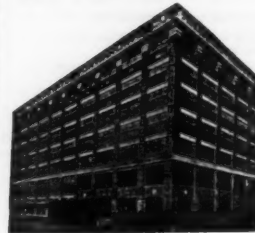
Dallas-Trinity Warehouse Company**"Courtesy With Unexcelled Service"****Complete Warehousing**

R. E. Abernathy, Pres.

3205 Worth, Box 26, DallasFl. Worth-Trinity Warehouse Co. Also Corsicana-Trinity Warehouse Co.
Fl. Worth, Texas Corsicana, Texas

Member of A.W.A.—S.W.A.

DALLAS, TEXAS

The Interstate
Fireproof Storage
& Transfer Co.**301 North Market St.****Merchandise Storage and**
Distribution.**Household Goods Storage, Moving &**
Packing—Long Distance Hauling
Associate Managers

W. I. Ford

R. E. Eagon



DALLAS, TEXAS

SPECIALIZING**MERCHANDISE STORAGE**
POOL-CAR DISTRIBUTION**SERVING THE GREAT**
SOUTHWEST AREA**EVERY ACCOUNT IS**
PERSONALLY SUPERVISED
BY THE MANAGEMENT.**KOON-McNATT STORAGE & TRANSFER CO.****911 MARION ST.****CONTRACT OPERATORS FOR ALL RAIL LINES AND**
UNIVERSAL CARLOADING & DISTRIBUTING COMPANY

Over 10,000,000 Pounds of Freight Handled Monthly for Dallas Shippers

DALLAS, TEXAS

A Complete Merchandise Warehouse
Service**COLD STORAGE—MERCHANDISE STORAGE****YARD STORAGE—RENTALS****MORGAN WAREHOUSE and COMMERCIAL COMPANY**Houston Street at McKinney Avenue. 1917 North Houston Street.
703 McKinney Avenue, Dallas, Texas.The business address of a number of the largest manufacturers in the world. A
splendid modern plant. A strategic distribution center. A highly specialized
organization placing at your command the finest SERVICE that skill and will-
ness can offer.

FORT WORTH, TEXAS

In Fort Worth It's Binyon-O'Keefe

With three warehouses having a total of 250,000 square feet of floor space; with our private side and free switching to Fort Worth's eleven Trunk Line Railroads—in Fort Worth, Binyon-O'Keefe is best prepared to serve you.

For 60
Years**BINYON-O'KEEFE**
Fireproof Storage Co.For 60
YearsFort Worth
Associated with Distribution Service, Inc.

FORT WORTH, TEXAS

Storage, Cartage, Pool Car Distribution**O. K. Warehouse Company, Inc.****255 W. 15th St.****Fort Worth, Tex.**

expect us to tell you whether or when your material will be used; or whether it has been used

(Concluded from page 86)

has spent a week surveying a particular job so that nothing would be left to chance.

"It may be asked, rightly, what is the purpose of field warehousing when the goods remain on the owner's premises and the owner provides the warehouse space? The answer is that field warehousing is a financial medium. It is a way and means of creating security covering the owner's goods, or inventory, in a form which will be readily acceptable to a bank as collateral for moneys loaned or to be loaned.

"The form of this security is the warehouse receipt. Why, then, should these warehouse receipts be acceptable security? Provided warehouse receipts are issued by a *bona fide* warehouse company, they convey title to the goods listed thereon to the holder, and the security is in the custody of an independent third party providing proper bailment and accounting, and no releases of the security are permitted without the written authority of the bank.

"Under these conditions, the bank's only concern as to its security is whether it has a proper margin in value and whether there is a market for the security. The warehouse company is responsible for the existence of the security. For these main reasons, warehouse receipts are regarded as the most desirable form of security applicable to a borrower's inventory."

Bush Companies Plan Agreed Upon

Interests represented by Irving T. Bush, president of Terminal Company, and C. E. Bedford, president of Bush Terminal Buildings Company, on Feb. 4 agreed upon a reorganization plan for the two companies after 3 years of disagreement. The plan provides for payment of the accrued interest on all bonds and for an adjustment of accrued dividends on the preferred stock of the builders company. Each holder of debenture stock of Bush Terminal will receive four shares of new common, and the present common stockholders will get share for share.

The two present companies will continue in existence for 3 years as separate organizations, according to the proposed plan, and then will be merged upon approval by the preferred stockholders of the buildings company. Bush and Bedford will continue in their present positions.

All bonds of both companies will remain unaffected, save that the sinking fund provision of the building company's first mortgage bonds will be modified.

Preferred shareholders of the buildings company will get for each share now held depository certificates representing one share of new preferred of the buildings company, generally similar to the present preferred but entitling the holders to receive at the end of 3 years instead one and one-tenth share of new 6 per cent cumulative preferred share of the Terminal Company.

POSITION OFFERED

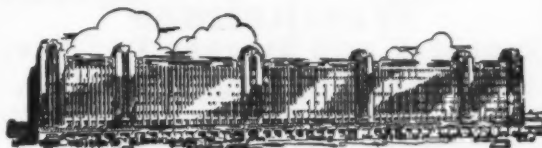
Outside estimator and solicitor and rigger who understands rigging and hoisting of heavy machinery, for Houston, Texas, territory. Wanted immediately. Write experience, qualifications and previous connections.

Address Box W-437, care of
Distribution and Warehousing

249 West 39th Street

New York City

FORT WORTH, TEXAS



The Southwest's Finest Warehouse
MERCHANDISE STORAGE
POOL CAR DISTRIBUTION, OFFICE DISPLAY
AND WAREHOUSE SPACE
Texas and Pacific
Terminal Warehouse Co.

HARLINGEN, TEXAS

Jones Transfer & Storage Co., Inc.

Warehouses located at Harlingen, Brownsville, McAllen, Edinburg.
Merchandise storage—pool car distribution, daily motor freight lines.
Furniture vans—equipment for heavy hauling.

Service Covers the Lower Rio Grande Valley

HOUSTON, TEXAS

HOUSTON CENTRAL WAREHOUSE CO.

ALL MODERN FACILITIES FOR EFFICIENT
WAREHOUSING AND DISTRIBUTION OF MERCHANDISE
HOUSTON'S MOST CENTRALLY LOCATED.

New York Rep.
ALLIED DIST., INC.
Phone: Penn. 6-0968

Chicago Rep.
ALLIED DIST., INC.
Phone: MON. 5531

HOUSTON, TEXAS

HOUSTON PORT WAREHOUSE CO.

Merchandise Storage & Pool Car Distribution

Operating three hundred truck units serving Texas, Oklahoma, Louisiana, and Arkansas. Full cargo insurance.

HOUSTON, TEXAS

Houston Terminal Warehouse & Cold Storage Company

General Storage Cold Storage U. S. Custom Bonded

Office Space Pool Car Distribution
Display Space Parking Space
Lowest Insurance Rate

New York Representative
Phone PLaza 3-1235

Chicago Representative
Phone Harrison 1496

HOUSTON, TEXAS

PATRICK TRANSFER & STORAGE CO.

Shipside and Uptown Warehouses
Merchandise Storage and Distribution
Operators—Houston Division
LONE STAR PACKAGE CAR CO.

1302 Nance St.

Houston, Texas

HOUSTON, TEXAS

UNIVERSAL TERMINAL WAREHOUSE CO.

Merchandise Storage — Pool Car Distribution
— U. S. Customs Bonded —
— Office Space —

New York Representatives:
DISTRIBUTION SERVICE, INC.
100 Broad Street

Chicago Representatives:
DISTRIBUTION SERVICE, INC.
219 E. North Water St.

Members A.W.A. and State and Local Associations.

and in what issue it was published. That will be an impossible task which we cannot undertake.

HOUSTON, TEXAS

IN HOUSTON

Westheimer Transfer and Storage Co., Inc.

Fifty-four Years of Dependable Service
SERVICE TO COVER EVERY BRANCH OF THE INDUSTRY
Benj. S. Hurwitz President Agent for Allied Van Lines, Inc. State and Local Assn. Members N. F. W. A.

SAN ANTONIO, TEXAS

MERCHANTS TRANSFER & STORAGE CO. FIREPROOF BONDED WAREHOUSE

Complete Storage and Distribution Service

over 50 years of satisfactory service

Member of A.W.A.—N.F.W.A.—S.W.A.

SAN ANTONIO, TEXAS

Muegge-Jenull Warehouse Co.

BONDED

FIREPROOF

POOL CAR DISTRIBUTORS
STORAGE AND DRAYAGE

Dependable Service Since 1913

SAN ANTONIO, TEXAS

Agent for Allied Van Lines, Inc.

Scobey Fireproof Storage Co.

HOUSEHOLD - - - MERCHANDISE
COLD STORAGE - - - CARTAGE

DISTRIBUTION

INSURANCE RATE - - - 10c

Members of 4 Leading Associations

SAN ANTONIO, TEXAS

MEMBER



SOUTHERN TRANSFER CO., INC.

FIREPROOF BONDED STORAGE

U. S. Customs Bonded Warehouse—

Cartman's Permit No. 1

TYLER, TEXAS

EAST TEXAS TERMINAL WAREHOUSE CO., Inc.

Serving the World's Largest Oil Field
and All of North and East Texas.

The highest type of BONDED Storage
and Warehouse facilities.

POOL CAR DISTRIBUTION

Members—S.W.A.

415-17 N. College and Cottonbelt tracks.

TYLER, TEXAS

Tyler Warehouse and Storage Company

Bonded under the Laws of Texas

General Storage and Distribution from the Center of East
Texas. Specializing in Pool Cars Merchandise.

WACO, TEXAS

TEXAS FIREPROOF STORAGE CO.

225-227 So. 11th St.

Modern Merchandise and Household Goods Storage

Free Switching, Eight-Car Private Sidings.

Storage-in-Transit Privileges. Branch Office Facilities.

Pool Car Distribution. Household Goods Transferred.

Established 1923 R. B. Albaugh, Pres.

Member of AWA—NFWA—AVL—SWA—ACW

Frenzel Is Elected President of Associated Warehouses, Inc., as Members Assume Complete Control

ASSOCIATED WAREHOUSES, INC., held its third annual meeting on Feb. 2 at the Hotel Drake in Chicago, and the commercial storage firms which are its members voted to take over the organization from the private interests which originally incorporated it. This means that full control is now vested in the officers and directors.

Paul W. Frenzel, vice-president of St. Paul Terminal Warehouse Co., St. Paul, was elected president. He had served in this capacity since the recent death of Paul O'Dea of Chicago.

Other officers chosen are vice-president, John P. Seng, president of Seng Terminal Warehouse Co., Chicago; treasurer, E. H. Ottman, executive vice-president of National Warehouse Corporation, Milwaukee; and secretary, Marguerite Schlitt, Chicago.

The 1937 board of directors comprises Mr. Frenzel, Mr. Seng and Mr. Ottman; and John J. Egan, operating vice-president of Seng Waterway Warehouse, Chicago; Ludwig H. Baldwin, president Terminal Warehouse Co., Baltimore; F. G. Dorsey, owner of Patrick Transfer & Storage Co., Houston; James Gallagher, Jr., treasurer Gallagher's Warehouses, Philadelphia; T. E. Gannett, president of Standard Warehouse Co., New Orleans; George Gunn, owner of American Warehouse Co., Seattle; Charles T. B. Jones, president of Davies Warehouse Co., Los Angeles; W. J. Northrup, president Lackawanna Terminal Warehouses, Inc., Jersey City; and E. E. Seymour, operating executive of United Warehouse Co., Detroit.

Non-Profit Operation

Under the new set-up Associated will be operated as a non-profit organization "for the sole purpose of advancing the interests of the individual members through giving the utmost in service and information to the shippers," and with offices in Chicago and New York. Douglas Miller, eastern manager, formerly was traffic manager of Browne Vintners, Inc. Clyde Phelps, western manager, who recently joined the group, has acquired an extensive knowledge of traffic over a period of years. Announcement was made at Chicago that the following firms had recently joined Associated:

Standard Warehouse Co., New Orleans; Otis Terminal Warehouse Co., Cleveland; Fort Wayne Storage Co., Fort Wayne, Ind.; Peninsular Warehouse Co., Jacksonville; Flask Express & Storage Co., Miami; Carolina Bonded Storage Co., Columbia, S. C.

Blackiston Is Again President of Distribution Service, Inc.

DISTRIBUTION SERVICE, INC., at its annual meeting, held at the Hotel Drake in Chicago on Feb. 2, elected officers as follows:

President, Slater C. Blackiston, vice-president of Bush Terminal Company, New York City.

Vice-president, O. C. Taylor, president of Taylor-Edwards Warehouse & Transfer Co., Inc., Seattle.

Treasurer, Sidney A. Smith, president of Anchor Storage Company, Chicago.

Secretary, Joseph J. Temple, Chicago.

The directors chosen for 1937 are Mr. Blackiston and Mr. Taylor; and C. C. Daniel, Jr., vice-president of Central Storage Company, Kansas City, Mo.; L. L. Schwecke, president of Universal Terminal Warehouse Co., Houston; Anthony L. Fischer, manager of Atlas Storage Co., Milwaukee; Henry F. Hiller, president of San Francisco Warehouse Co., San Francisco; and S. G. Spear, treasurer of Wiggin Terminals, Inc., Boston.

You'll get a great kick out of this line in future issues if you contribute something to it.

WICHITA FALLS, TEXAS

Wichita Falls Fireproof Warehouse

(Reinforced concrete)

Motor Freight Service to All Territory
Tarry Warehouse & Storage Company, Inc.

Members: National Furn. Warehousemen's Assn.
Southwest Warehouse & Transferrers' Assn.
See TYLER-TARRY-FAGG Co. Associated

OGDEN, UTAH.

Member of A.W.A.

WESTERN GATEWAY STORAGE CO.

Warehousing in all its branches

Precise and definite service at reasonable rates
Ogden is the largest railroad terminal in the Intermountain West. Considerable time can be saved in the distribution of pool cars through Ogden

SALT LAKE CITY, UTAH

CENTRAL WAREHOUSE

Fireproof Sprinklered

Insurance rate 18c. Merchandise Storage. Pool Car Distribution. Office Facilities.

Member A. W. A.

SALT LAKE CITY, UTAH

DOOLY TERMINAL WAREHOUSE

"IT'S THE LOCATION"

213 So. First West St.

FACILITIES—55,000 sq. ft.; blow burning, brick, steel and mill cement; Floor load 250 lbs.; Sprinkler sys.; A.D.T.; private watchman; insurance rate, 14c. Interurban Electric siding; free switching from all R. R's.

SERVICE FEATURES—Bonded, Pool car distribution. Merchandise storage; collections made and promptly paid; extending all services of a branch house except the actual selling. Free pick-up and delivery service from warehouse to transportation depots. Office space.



LOCATIONS—Utah Warehousemen's Assn.
(IDEALLY LOCATED—On the edge of Salt Lake's business and financial district and right in the center of the jobbing section—in the heart of all business activity, and the most desirable location in Salt Lake City. For negotiable receipts are accepted by banks as collateral against Merchandise stored in warehouse. Prompt delivery service.



SALT LAKE CITY, UTAH

Merchandise Storage and Distribution

Over 1,000,000 cubic feet reinforced concrete Sprinklered Space
Insurance Rate 14 Cents

JENNINGS-CORNWALL WAREHOUSE CO.

Salt Lake City, Utah

Represented by
DISTRIBUTION SERVICE, INC.
New York—Chicago—San Francisco

SALT LAKE CITY, UTAH

Storage — Distribution — Service

M. A. KEYSER FIREPROOF STORAGE CO.

328 West 2nd South

72,000 square feet space. Reinforced concrete and brick with office or desk space, also U. S. Customs bonded space. In center of jobbing district. Free switching. Private siding.

Unsurpassed service. Specialists in distribution. Our receipts accepted as collateral by banks for mds. in storage. Free P. & D. service over rail and truck lines.

Member AWA—NEWA—UWA—AWI

SALT LAKE CITY, UTAH

MOLLERUP MOVING AND STORAGE CO.

Operating

MOLLERUP VAN LINES

Warehousing, Local and Long Distance Moving. Shipments handled from all parts of the U. S. Bonded and Insured.

J. A. MOLLERUP, Manager

SALT LAKE CITY, UTAH

"This is the Place"

FOR BETTER SERVICE

SECURITY STORAGE & COMMISSION CO.

230 S. 4TH WEST STREET

Over 30 Years Experience

Merchandise Warehousing - Distribution
Sprinklered Building - Complete Facilities
Lowest Insurance Cost - A.D.T. Watchman Service
Office Accommodations - Display Space

Represented by American Chain of Warehouses, Inc.

New York Chicago
230 Park Ave. 83 W. Jackson Blvd.

MEMBER:
A.W.A.—U.W.A.

LYNCHBURG, VA.

C. GILBERT, Owner and Mgr.

Gilbert Storage & Transfer Co.

60 7th STREET

Pool Car Distribution of Merchandise and Household Goods.

Sprinklered Building with Automatic Fire Alarm.

Household Goods Transferred

NORFOLK, VA.

HOUSEHOLD AUTOMOBILE STORAGE MERCHANDISE

NEW-BELL STORAGE CORPORATION

NORFOLK, VIRGINIA

MODERN SPRINKLER EQUIPPED WAREHOUSE

50,000 SQUARE FEET PRIVATE RAIL SIDING

Lowest Insurance Rate in Norfolk. Pool Car Distribution

WE SPECIALIZE IN MERCHANDISE STORAGE AND DISTRIBUTION

AGENTS AERO MAYFLOWER TRANSIT COMPANY

Member M.W.A. & S.W.A.

NORFOLK, VA.

Established 1892

SOUTHGATE STORAGE COMPANY, Inc.



MEMBER:
A.C.W.
A.W.A.
S.W.A.
U.S.C. & G.

For economical storage and distribution you will want to know more about our individualized services. Our fireproof warehouses are in the Southgate Terminal, on the waterfront and in the center of Norfolk's wholesale district. Served by all rail, water and motor lines.

Write for Booklet—"7 POINT DISTRIBUTION"

RICHMOND, VA.

59 YEARS OF UNINTERRUPTED AND EXPERT SERVICE

BROOKS TRANSFER and STORAGE CO., Inc.

1224 W. Broad Street, Richmond, Va.

Three Fireproof Storage Warehouses—310,000 Cubic Feet Floor Space—Automatic Sprinkler System—Low Insurance Rates—Careful Attention to Storage—Packing and Shipping of Household Goods—Private Railroad Siding—Pool Car Distribution—Motor Van Service to All States East of Mississippi River—Freight Truck Line.

Member of S. W. A.—N. F. W. A.—A. V. L.—A. T. A.

RICHMOND, VA.

THE W. FRED. RICHARDSON Security Storage Corporation

PACKING FOR SHIPMENT

STORAGE
HOUSEHOLD
GOODS

OBJECTS of ART
FURS - RUGS
VALUABLES

Local and Long Distance Movements

ESTABLISHED 1887

Agent for Allied Van Lines, Inc.

As you hunt for your own material, you will find many valuable suggestions and much human

RICHMOND, VA.

"Here, There and Everywhere"

TANNER'S
TRANSFER & STORAGE

General Office: 2617 Fourth Ave.

Specializing in the movement of household furniture and office equipment. Warehouse with a private railroad siding right to the door. Distribution of household goods pool cars. Members of A.T.A., V.H.U. Assoc., N.D.A.

RICHMOND, VA.

160,000 Sq. Ft. Space

VIRGINIA BONDED WAREHOUSE CORPORATION

ESTABLISHED 1908

1709 E. CARY ST.

U. S. BONDED & PUBLIC WAREHOUSES
MERCHANDISE STORAGE & DISTRIBUTION
INSURANCE RATES 20c PER \$100 PER YEAR

Member A.W.A.

BUILDINGS SPRINKLERED

ROANOKE, VA.

**H. L. LAWSON & SON**
Finance and StoragePool Car Distributors
General Merchandise Storage421-25 EAST CAMPBELL AVE.
ROANOKE, VIRGINIA

ROANOKE, VA.

ROANOKE PUBLIC WAREHOUSE

Capacity 500 Cars

Private Railroad Siding



Automatic Sprinkler

Accurate Accounting

We make a Specialty of Storage and Pool Car Distribution
for Agents, Brokers and General Merchandise Houses.
Member of American Chain of Warehouses

SEATTLE, WASH.

ABC STORAGE CO.Estab.
1909We Make a Specialty of Storage for
Agents, Brokers, and General
Business Houses

Private Siding. Shipments Via Any Railroad. Pool Car Distribution. Sales Representation. Labeling, Grading, Sorting, Boxing. 364 So. Alaskan Way

SEATTLE, WASH.

EYRES TRANSFER AND WAREHOUSE CO., Inc
SEATTLE, WASH.Fireproof Warehouses 220,000 Square Feet
INSURANCE .133 Cents per \$100.00
GENERAL STORAGE AND DISTRIBUTING SERVICE
OPERATING 65 AUTOS Since 1889
Members of NFWA—ACW—WSWA

SEATTLE, WASH.

LET LYON GUARD YOUR GOODS**Northwest**
DistributorsSeattle—Tacoma—Portland
Seattle, 2040 Dexter Avenue
Dean C. McLean, Mgr.For City of Washington, D. C.
refer to
DISTRICT of COLUMBIA

interest; perhaps a laugh now and then. Incidentally, that Portland gentleman we told you

SEATTLE, WASH.

**OLYMPIC WAREHOUSE & COLD STORAGE CO.**

J. R. GOODFELLOW, Pres.

FACILITIES—Cold Storage, 144,000 cu. ft.; Dry storage, 66,000 sq. ft.; Rentals, 20,000 sq. ft. Fireproof, brick const. Sprinkler system; Insurance rate: 12.5c. Siding connects with all rail lines.

SERVICE FEATURES: Bonded U. S. Customs; State; State Liquor Control Board. Pool car distributors. Office rentals (modern facilities, nominal rentals, telephone and stenographic service).

REPRESENTED BY—Central Distribution Bureau: Chicago and New York.

ASSOCIATIONS—A.W.A. (C.S.); Wash. State Wharves. Assn. OTHER DATA—Our negotiable warehouse receipts are accepted by banks as collateral for loans against merchandise stored in our warehouse.



1203 Western Avenue

Tel. Seneca 2466

Established 1931

Incorporated

SEATTLE, WASH.

ARE YOU TIREDof dealing with warehouses too large
to serve you properly?**PIKE WAREHOUSE COMPANY**

SERVES INDIVIDUALLY

Complete Warehouse Service at Seattle

SEATTLE, WASH.

TAYLOR-EDWARDS
Warehouse & Transfer Co., Inc.Free switching service—Low insurance rates
Associated with leading warehouses through
DISTRIBUTION SERVICE, INC.New York Chicago San Francisco
Members of—American Warehousemen's Assn.; National Furniture Warehousemen's Assn.; Washington State Warehousemen's Assn.

SEATTLE, WASH.

UNITED WAREHOUSE COMPANY
1990 Railroad AvenueGENERAL MERCHANDISE
STORAGE100,000 sq. ft. capacity
Established 1900POOL-CAR
DISTRIBUTORSU. S. Customs Bond
Free Switching

SEATTLE, WASH.

WINN & RUSSELL, INC.

1014 Fourth Ave., South

General merchandise storage and distribution

Located in the center of wholesale and jobbing district

Low insurance rates Office and desk space

Member—A. W. A.—Allied Distribution, Inc.



Allied Distribution Reelects W. D. Leet as Its President

At the annual meeting of Allied Distribution, Inc., held at the Hotel Drake in Chicago on Feb. 2, officers were elected as follows:

President and treasurer, Willis D. Leet, New York City.

Vice-president in Chicago, Frederick Stanton.

Vice-president New York City, F. J. Tully.

Secretary, Mrs. E. Scott Johansen, Chicago.

The following were chosen as directors:

Wellington Walker, president of Griswold-Walker Bateman Co., Chicago; George W. Lamb, president of South End Warehouse Company, San Francisco; E. W. Cobb, president of Fitz Warehouse & Distributing Co., Boston; and William I. Ford, president of Interstate Fireproof Storage & Transfer Co., Dallas.

Of the thirty-eight companies now members of the group, nineteen were represented at the Chicago meeting.

Detroit Firm Insures Employees in a Group

For protection of 63 employees, Grand Trunk Railway Terminal & Cold Storage Co., Detroit, has acquired a group life insurance policy involving a total of \$69,000. Each employee becomes eligible to coverage in amounts ranging, according to rank, from \$1,000 to \$2,500.

The Prudential Insurance Company of America issued the policy on the contributory basis, the employees themselves paying a part of the premiums and the rest being assumed by the warehouse firm.

Rail Connection with Union Transfer Challenged

(Washington Correspondence): In a conference here before the Interstate Commerce Commission three railroads were accused of trying to bankrupt motor carriers in the territory bounded by Denver, Duluth, Chicago and Kansas City by joint operation of the Union Transfer Co., Omaha.

The charges were made during oral argument on an application in which the Union Pacific, the Chicago, Burlington and Quincy, and the Chicago and Northwestern railroads proposed to acquire control of the Union Transfer Co. through purchase of stock for \$150,000.

After rail representatives contended the proposed transaction was justified because it would enable the rail carriers to coordinate rail-truck activities in the vast territory, operate Union Transfer more efficiently, and give shippers better service, their arguments were challenged by Luther M. Walter, attorney for the protesting Keeshin interests, as being a "cloak" for the rail's real motive in the transaction.

Walter stated that if the I.C.C. approves the deal, each railroad involved intends to contribute a minimum of \$200,000 toward purchasing new equipment for the Union Transfer. He pointed out that the Union Transfer trucks operate over 2,500 miles of highway routes, and that the rails would use all their facilities to get business for the truck line, and would be prepared to meet any operation deficit of the trucking line.

Walter claimed that Congress specifically stated in the Motor Carrier Act that railroads could not acquire trucking lines, and charged that the three railroads were united in that purpose. Pointing to a map of the territory involved he traced routes and charged that

(Concluded on page 95)

SPOKANE, WASH.

Satisfaction

Assured

OPERATING WAREHOUSES
IN PRINCIPAL CITIES OF THE WEST

BEKINS

MOVING & STORAGE CO.
S. 151 Adams St.
EARL J. GREIBLING, Mgr.

SPOKANE, WASH.

Millard Johnson
Pres.

W. B. Fehlin
Secty.

Consign to
SPOKANE TRANSFER & STORAGE CO.
A. W. A. 308-316 Pacific Ave. N. F. W. A.

Merchandise Department
Largest Spot-Stocks in the
"Inland Empire."
(67,000 sq. ft.)

Household Goods Dept.
Assembling and distribution of
pool and local shipments.
Agents for JUDSON.

Member of American Chain of Warehouses

TACOMA, WASH.



Pacific Storage & Transfer Co.

Drayage Storage Distribution

Located in Center of Wholesale
and Jobbing District
General Merchandise Storage

HUNTINGTON, W. VA.

THE SHIPPING CENTER for
4 STATES

Ohio Kentucky Virginia West Virginia

Huntington is the shipping center of four states. From it you can reach Southern West Virginia, Southern Ohio, Eastern Kentucky and Northern Virginia by five railroads, the Ohio River and paved highways leading in five directions.

A first class warehouse for your goods; private side track from any railroad entering city—no switching charge; our own trucks and a competent force of employees. All at a cost that is surprisingly low yet everything is convenient for your warehousing needs.

HUNTINGTON WAREHOUSE CORP.

1639-41-43-45 Seventh Ave., Huntington, W. Va.
Member of A.C.W.—A.W.A.

GREEN BAY, WIS.

Established 1903

LEICHT TRANSFER AND STORAGE CO.

100 South Broadway

Merchandise Distributors and Household Goods
Forwarders.

Haulers of Cement and Contractors Equipment and Heavy Machinery to All Points.

U. S. Customs, Warehouse, State and Public Bonded.

Waterfront Facilities: Private Siding CB&W.

Wood Pulp a Specialty. Pool Car Distribution.

Members of MayWA—WiaWA

LA CROSSE, WIS.

THE GATEWAY CITY TRANSFER CO.

Affiliated with Murphy Bros. Warehouses, Inc.
417-431 North 3rd St., La Crosse, Wis.

C. B. & Q. R.R. Siding

The logical distribution center for Western Wisconsin,
Eastern Minnesota, and Northeastern Iowa.

Trackage warehouse for merchandise and Free switching service.
We specialize in pool car distribution.

LA CROSSE, WIS.

La Crosse Terminal Warehouse Co.
GENERAL STORAGE

We make a specialty of storage and pool car distribution for agents,
brokers, and general merchandise houses.

Free switching service

Large fleet of Vans and Delivery Trucks

We give prompt service

430-434 SOUTH THIRD STREET

about last month hasn't written to us yet and we imagine he's out on the road, digging up some

MADISON, WIS.



MRS. ROBERT M. JENKINS, Pres.

The Union Transfer & Storage Co.

State Bonded Warehouse on Private Switch
Fireproof Building 85,000 Square Feet
Pool Car Distribution by Truck or Rail
Private Siding Milwaukee Road,
Free Switching All Roads
Established 1895

MILWAUKEE, WIS.

*in Milwaukee*

United States Government
Bonded. State of Wisconsin
Licensed and Bonded.

ATLAS STORAGE CO.

Division of P4V Atlas Industrial Center

710 W. VIRGINIA ST. MILWAUKEE, WISCONSIN

Represented by DISTRIBUTION SERVICE, INC.

New York—100 Broad Street

Chicago—219 E. North Water Street

San Francisco—625 Third Street

MILWAUKEE, WIS.

"The Million Dollar Warehouse Company"

HANSEN STORAGE CO.

ESTABLISHED 27 YEARS—LARGEST IN WISCONSIN
18 Warehouses—50 Car Side Track—850 Foot Dock
DEPENDABLE—EXPERT—QUICK SERVICE

We specialize in
Merchandise Distribution and Furnish
"BRANCH HOUSE SERVICE"

"Let Us Solve Your Distribution Problems"
Ship Your Merchandise to Yourself in Our Care
and Have Instructions Follow.
"We Will Do the Rest."

"U. S. Government Bonded Warehouse"

MILWAUKEE, WIS.

**LINCOLN**

FIREPROOF WAREHOUSE CO.
WAREHOUSE SERVICE ↑ RAILROAD SIDINGS
OF EVERY DESCRIPTION ↓ DOCKING FACILITIES
LOCATED IN HEART OF BUSINESS DISTRICT
OFFICES: 206 W. HIGHLAND AVE.
Member of A.W.A.—W.W.A.—N.F.W.A.

Binyon-Strickland Opens Plant in Houston

THE newly organized Binyon-Strickland Warehouses, Inc., has taken a 10-year lease in Houston, Tex., on a three-story warehouse building and adjoining properties at Goliad and Morin Place. The lease carries an aggregate rental of \$150,000. The building was formerly the Burress-Rogers plant. The new company will store merchandise and engage in pool car distribution and heavy hauling.

The land involved comprises two tracts, one 75 by 250 feet and the other 100 by 175 feet. The automatic sprinklered building is of concrete and steel and contains approximately 55,000 square feet of floorspace. The warehouse is equipped with two freight elevators and a spiral package chute. It has a truck ramp to the second floor, and has a 250-foot truck dock as well as a 350-foot concrete wharf adjacent to the private railroad siding. This spur track will accommodate six cars at one setting.

business. You will recall that he reads every word in D & W each month. Apparently he

MILWAUKEE, WIS.



Produce good merchandise at minimum cost—

But—until it's sold and distributed; yes, until tangible payment is received therefor, try and show a profit.

It's commonly good judgment to spend plenty on sales efforts—direct and indirect methods.

But *What price distribution?*

How little analysis is made of real sales losses.

Some national distributors, and smaller ones, too, justify comparatively small costs to carry spot stocks for immediate distribution.

Backing up the wisdom of having spent sales promotion money is an important topic for thought.

NATIONAL WAREHOUSE CORPORATION*"Milwaukee's Finest"*C. & N. W. R.R.
SIDING

Members: Associated Warehousemen, Inc.
American Warehousemen's Assn.
Wisconsin Warehousemen's Assn.

LICENSED
BONDED

A Solid Block of Responsible Warehousing

RACINE, WIS.

In Racine!

The Racine Terminal Warehouse offers every storage and distribution facility. Modern fireproof building especially built for warehouse service. Motor freight terminal. Private rail siding. Dock facilities. Experienced and responsible management.

Merchandise Storage—Moving—
Packing—Shipping

RACINE TERMINAL WAREHOUSE & TRANSFER COMPANY
1 to 7 Main Street, Racine, Wis.

The property across Goliad St. is improved with several corrugated iron buildings which will be arranged for garage and open storage space by the new corporation. Later it will be used for permanent expansion of the firm's warehouse facilities.

Officials of the new corporation include W. J. Binyon, president and general manager; H. R. Strickland, first vice-president, and L. R. Strickland, secretary-treasurer.

Mr. Binyon has been engaged in the warehouse business for 38 years, having organized the Binyon Transfer and Storage Co. in Fort Worth in 1899. In 1914, C. A. O'Keefe became associated with the firm and the name was changed to the Binyon-O'Keefe Fireproof Storage Co. Mr. Binyon was connected with the Universal Terminal Warehouse Co., as associate manager with the late S. P. Fleming. Later he organized the Binyon Shipside Warehouse Co. and for the past 3 years has been general manager of the Houston Port Warehouse Co. That position he resigned to become president and general manager of the Binyon-Strickland Warehouses, Inc.

H. R. Strickland has been connected with the motor freight industry for the past 15 years and together with his brother, L. R. Strickland, has operated the Jackson-Strickland Transportation Co. for 3 years. They recently acquired Mr. Jackson's interest in the concern.

CANADA

VANCOUVER, B. C.

ELMER JOHNSTON, Pres.

IN VANCOUVER IT'S THE

JOHNSTON

National Storage, Ltd.

STORAGE — CARTAGE
FORWARDING — DISTRIBUTING

You Can Buy No Better Service

OTTAWA, ONTARIO

A. Godfrey Fournier, Pres. & Gen. Mgr.

Fournier Van & Storage, Ltd.
114 RIDEAU ST.

Household Goods Storage, Moving and Packing

Three warehouses—Private Siding—Free Switching all roads.
Ottawa's Oldest and Most Reliable Crating House.
Established 1883



(Concluded from page 93)

the rail carriers intended to establish joint rates with Union Transfer, and once they had control of it, would discriminate against the interests of shippers and other motor carriers.

Nye F. Morehouse, representing the Northwestern railroad, in a rebuttal to Walter's charges, stated: "The whole purpose is to acquire and set up a trucking enterprise which the railroads may utilize to speed up their less-car-load service. The thought the railroads will monopolize all modes of transportation in the territory is nothing less than fantastic."

Dana T. Smith, of the Union Pacific stated that it was the expectation to continue to operate a truck line as a truck line and "will use the Union Transfer to public advantage."

Milwaukee Would Be "Smothered"

The acquisition would be of no value whatsoever to the rail carriers if the Union Transfer was not a well-established truck line, and for that reason the railroads do not want to be forced to use the line, if the deal is approved, only as a coordinating service with the rail operation in the territory involved, according to Smith.

C. L. Taylor, representing the protesting Chicago, Milwaukee, St. Paul and Western Railroad, testified that the Union Transfer reaches two points not served by any of the applicants, and that its routes parallel the Milwaukee's lines to a great extent. Since the Commission could not limit the amount of new equipment that the three railroads could put into operation over the Union Transfer routes, the applicants would smother the Milwaukee in its own territory by use of the truck line, he contended. (George H. Manning, Jr.)

TORONTO, ONTARIO

TERMINAL WAREHOUSES LIMITED

SUCCESSORS TO

CANADIAN RAIL & HARBOUR TERMINALS LIMITED

Foot of York St., TORONTO, Canada

CANADA'S FINEST WAREHOUSE

Cold STORAGE Dry

1,000,000 square feet of floor space, 2,200 feet of docks and transit sheds and 6,000 feet of railroad sidings. General storage; Bonded and Free Storage; Cold Storage; Office and Display Space; Lowest Insurance. Transportation to every part of the Province and Dominion.

Free Switching.

Pool Cars to All Major Distributing Points

TORONTO, ONTARIO

C. F. B. Tippet, Pres.

Tippet-Richardson, Ltd.

218 FRONT STREET EAST

TORONTO, ONT.

Furniture
Storage

Crating
and Shipping

Long Distance
Moving

MONTREAL, QUEBEC

Morgan Trust Company

Furniture Storage Two Warehouses

For 90 years

connected with Montreal business.

All consignments
to us will receive most careful
attention.

1455 UNION AVENUE



MONTREAL, QUEBEC

Established 1903
W. G. KENWOOD, Pres. & Man. Dir.

Westmount Transfer & Storage Ltd.

205 Olivier Ave., Westmount, P. Q.

LOCAL AND LONG DISTANCE MOVERS

Private Room System for Storage

CRATING, PACKING and SHIPPING

Charges Collected and Promptly Remitted

Member: N. F. W. A., C. S. & T. A.



MEXICO

MEXICO, D. F. (MEXICO CITY)

BODEGAS CHOPO, S.A. (MDSE & HHG) Apartado (P.O.B.) 1146

Pres. & Gen. Mgr., H. ROSENSTEIN

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INDEX TO GENERAL ADVERTISERS

A	
Annapolis Hotel	3
B	
Bagnall Company	35
Barlum Hotel	3
Bassick Company	34
C	
Canvas Specialty Co.	36
Colson Corp.	39
Cummins Engine Co.	96
F	
Ford Motor Co.	98
Fricke Co., J. E.	35
Fruehauf Trailer Co.	Back Cover
Fulton Bag & Cotton Mills ..	36
G	
General Motors Corp.	Second Cover
General Tire & Rubber Co.	1
Gerstenslager Co.	34
H	
Hamilton Caster & Mfg. Co.	37
Herman Body Co.	Third Cover
I	
Intercontinental Fwdg., Inc.	96
International Eng., Inc.	39
L	
LaSalle Extension Univ.	96
Liquid Carbonic Corp.	35
Louisville Bedding Co.	36
N	
New Haven Quilt & Pad. Co.	36
P	
Powers & Company	36
R	
Reply-O, Inc.	33
S	
Self-Lifting Piano Truck Co.	37
Standard Pressed Steel Co.	38
W	
White Motor Co.	4
White Tar Co. of N. J.	37

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